# Olympic Winter Games Beijing 2022

## Emblem Usage Guidelines

## 北京2022年冬奥会会徽规范管理手册

BEIJING 2022™

# 前言
# Foreword

为保证北京2022年冬季奥林匹克运动会形象的权威性、严肃性和一致性，尊重、保护和提升北京2022年冬奥会的形象价值，根据国际奥委会（IOC）规定和历届奥运会惯例，北京冬奥组委（BOCOG）通过制定本指南对会徽的基本标准形象和如何应用做出了规范。任何获权对会徽的应用都应仅限于本规范规定的内容，必须严格执行本规范。北京冬奥组委和国际奥委会负责监督北京2022年冬季奥林匹克运动会会徽的设计和使用。会徽发布或做任何活动用途时，均须经过官方审批。

在北京2022年冬奥会筹备期间，手册内容会有增加，应用中遇到问题请与北京2022年冬奥会和冬残奥会组织委员会联系。

Based on International Olympic Committee (IOC) regulations and previous Olympic Games best practices, the Beijing Organising Committee for the 2022 Olympic and Paralympic Winter Games (BOCOG) specifies the basic identity and correct use of the emblem to guarantee the authority, preciseness, and consistence of the Olympic Winter Games Beijng 2022. Any authorization of the emblem shall be applied and strictly executed under the content of these guidelines. BOCOG and IOC are responsible for the quality control of designing and using the emblem of the Olympic Winter Games Beijing 2022. Any use of this Emblem for approval must be obtained before an activation can start/be published.

In the preparation of the Olympic Winter Games Beijing 2022, please contact BOCOG in case of any correction of this guidelines and problem in the actual application.

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**Olympic Winter Games Beijing 2022**
Emblem Usage Guidelines

# A

## 奥林匹克五环标志应用规范
## The Olympic Symbol Application Specification

# 奥林匹克五环标志的原则及使用指南
# Olympism and The Olympic Symbol



奥林匹克五环标志应用规范为奥林匹克运动及其授权利益相关方使用奥林匹克五环标志提供了方向，旨在保证奥林匹克五环标志的完整性和权威性，同时确保其知名度和包容性。

奥林匹克五环标志及其它奥林匹克产权仅归国际奥委会（IOC）所有。未经国际奥委会明确书面同意，不得使用奥林匹克五环标志及奥林匹克所有权。

These guidelines provide direction for the use of the Olympic symbol by the Olympic Movement and its authorised stakeholders. They aim to preserve the integrity and authority of the Olympic symbol while ensuring its visibility and inclusiveness.

All rights to the Olympic symbol and other Olympic properties belong exclusively to the International Olympic Committee (IOC). The Olympic symbol and the Olympic properties must be used only with the prior express written consent of the IOC.

# 奥林匹克五环标志
# The Olympic Symbol



奥林匹克五环标志在世界范围内广为人知，是数十亿人的奥林匹克主义视觉形象代表。

奥林匹克五环标志于1913年由皮埃尔·德·顾拜旦设计，迄今仍是奥林匹克运动及其相关活动的全球代表。它包括五个交错的圆环，代表五大洲联盟和来自世界各地的奥运会运动员的集聚。

奥林匹克五环标志的定义
奥林匹克五环标志由五个相同尺寸的交错圆环组成。单独使用时，可以是单色版，也可以是彩色版。在彩色版中使用时，颜色从左到右应为蓝色，黄色，黑色，绿色和红色。圆环从左到右交错，蓝色，黑色和红色圆环位于顶部，黄色和绿色圆环位于底部。

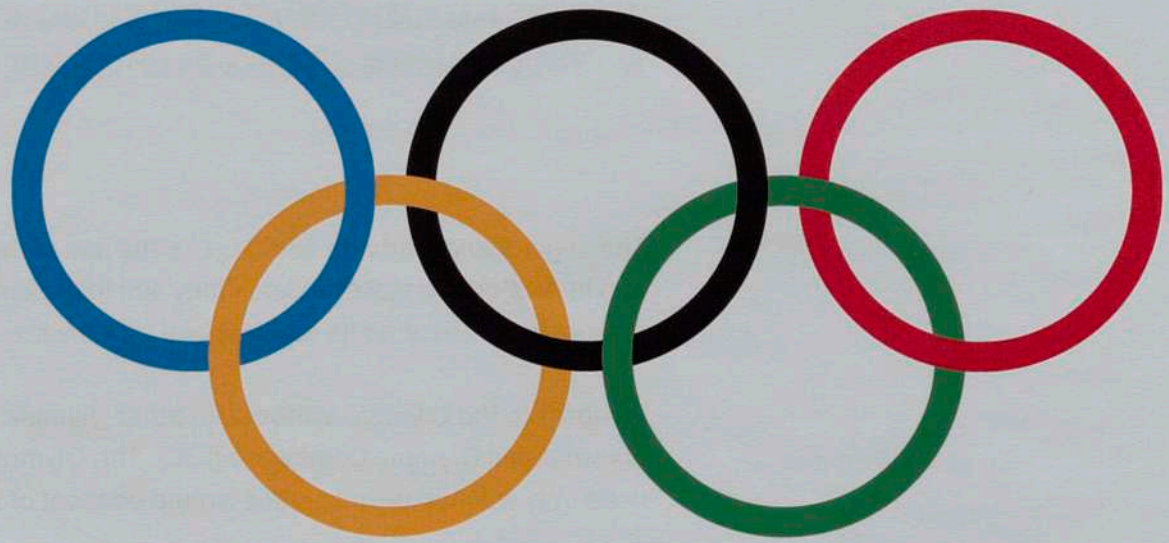
奥林匹克五环标志的意义
奥林匹克五环标志表达了奥林匹克运动的活动，代表着五大洲联盟和来自世界各地的奥运会运动员的聚会。

The Olympic symbol, widely known throughout the world and throughout the remainder of these guidelines as the Olympic rings, is the visual ambassador of Olympism for billions of people.

Designed in 1913 by Pierre de Coubertin, the Olympic rings remain a global representation of the Olympic Movement and its activity. It includes the five interlaced rings, which represent the union of the five continents and the meeting of athletes from throughout the world at the Olympic Games.

The Olympic symbol definition:
"The Olympic symbol consists of five interlaced rings of equal dimensions (the Olympic rings), used alone, in one or in five different colours. When used in its five-colour version, these colours shall be, from left to right, blue, yellow, black, green and red. The rings are interlaced from left to right; the blue, black and red rings are situated at the top, the yellow and green rings at the bottom in accordance with the following graphic reproduction."

The Olympic symbol meaning:
"The Olympic symbol expresses the activity of the Olympic Movement and represents the union of the five continents and the meeting of athletes from throughout the world at the Olympic Games."



奥林匹克是生活的哲学，为人类提供运动服务。
Olympism is a philosophy of life, which places sport at the service of humankind.

# 奥林匹克五环标志的彩色版
# Full-Colour Olympic Rings

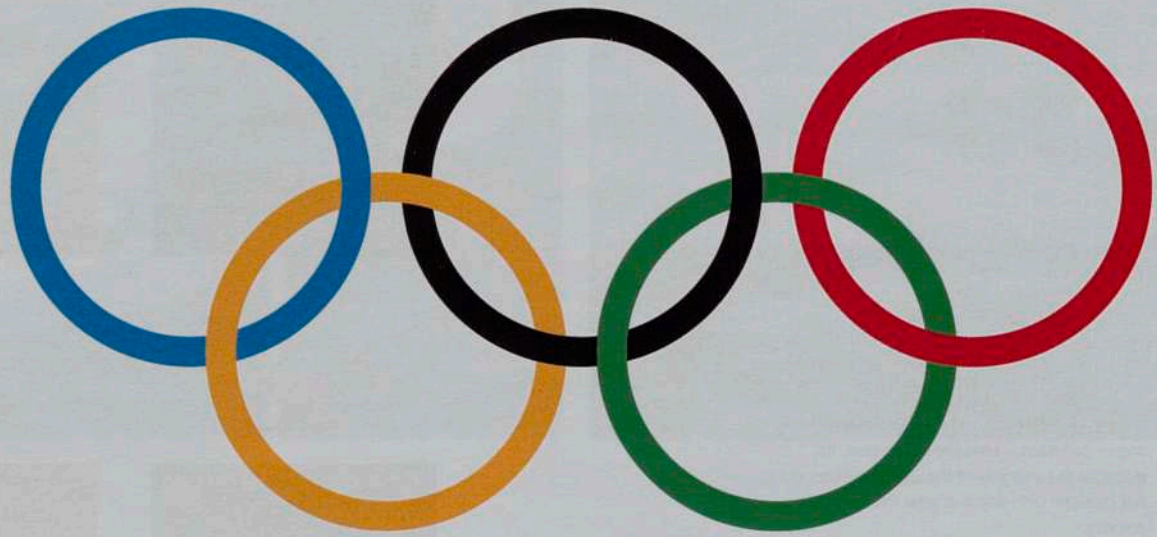


奥林匹克五环标志的彩色版只能应用于白色背景上，是首选版本，应尽可能使用此版本。

事实上，奥林匹克五环标志的彩色版是皮埃尔·德·顾拜旦原始设想的体现。“全彩”是指奥运六种颜色——白色背景上的蓝色，黄色，黑色，绿色和红色，这象征着奥林匹克主义或精神的普遍性。

The full-colour version on its white background is the preferred version of the Olympic rings.

Indeed, the full-colour Olympic rings are the embodiment of Pierre de Coubertin's original vision; 'full-colour' refers to the six Olympic colours – blue, yellow, black, green and red on a white background – which symbolise Olympism's universality.



# 奥林匹克五环标志的单色版（六种版本）
# Six Additional Versions: Monochrome Olympic Rings



奥林匹克五环标志的单色版。必要时，奥林匹克五环标志单色版可以以六种官方奥运颜色中的任何一种出现。

尽管多年来再制作技术和相关应用不断发生着变化，但奥林匹克五环标志的颜色一直保持不变。为了保证奥林匹克五环标志的完整性，请不要以任何方式改变这些官方颜色。

注：奥林匹克五环标志的某些色彩应用可能会被视为例外的官方颜色，这种情况须得到国际奥委会的事先同意。

The monochrome Olympic rings provide an alternative to the full-colour Olympic rings. The Olympic rings may appear in any of the six official Olympic colours when necessary.

While reproduction techniques and applications have evolved over the years, the Olympic rings' colour palette has remained constant. To maintain the integrity of the Olympic rings, do not change, or in any way alter, these official colours.

Note: Some applications of the Olympic symbol may, for security purposes, be considered as exceptions to the rule on official colours, with the prior consent of the IOC.

PANTONE
3005

CMYK
C100 M37 Y0 K0

RGB
R0 G129 B200

PANTONE
137

CMYK
C0 M34 Y91 K0

RGB
R252 G177 B49

PANTONE
426

CMYK
C0 M0 Y0 K100

RGB
R0 G0 B0

PANTONE
355

CMYK
C100 M0 Y100 K0

RGB
R0 G166 B81

PANTONE
192

CMYK
C0 M94 Y65 K0

RGB
R238 G51 B78

WHITE

CMYK
C0 M0 Y0 K0

RGB
R255 G255 B255

# 奥林匹克五环标志的应用示例
# The Olympic Symbol: Balancing Integrity and Pragmatism



本手册中的使用指南旨在确保奥林匹克五环标志在所有应用中的完整性和可见性。

完整性
奥林匹克五环标志的彩色版是顾拜旦原创设计理念的真正体现。因此，在任何情况下奥林匹克五环标志的彩色版应始终处于白色背景下，做为首选版本出现。

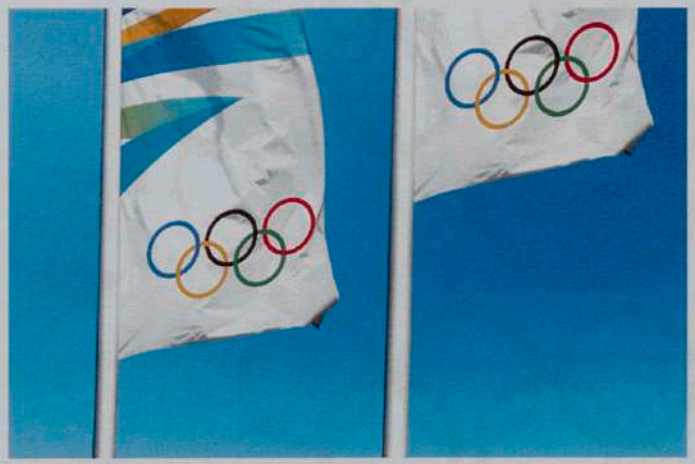
实用性
灵活地应用奥林匹克五环标志也很重要。因此，特制定奥林匹克五环标志单色版，不仅能准确传达奥林匹林克精神，同时又能保证不同背景下的应用需求。

The purpose of these guidelines on the Olympic rings is to ensure that their integrity and visibility are maintained in all applications.

Integrity
The full-colour version of the Olympic rings is the truest manifestation of Coubertin's original design vision. For this reason, the full-colour version of the Olympic rings, always on a white background, is the preferred choice whenever possible, and in any event, for all institutional and symbolic applications.

Pragmatism
Flexibility in the use of the Olympic rings is also critical. To this end, the monochrome versions of the Olympic symbol similarly capture the spirit of Olympism, while simplifying its application in cases where use of the full-colour version proves challenging.

奥林匹克五环标志彩色版的应用示例
Application of Full-colour Olympic Rings



奥林匹克五环标志单色版的应用示例
Application of Monochrome Olympic Rings

# 奥林匹克五环标志的唯一性
# A Unique Design

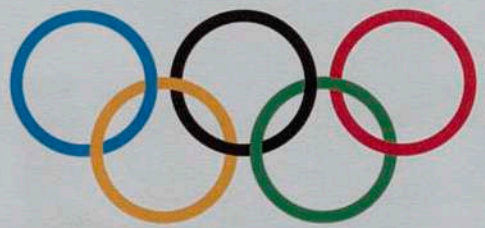


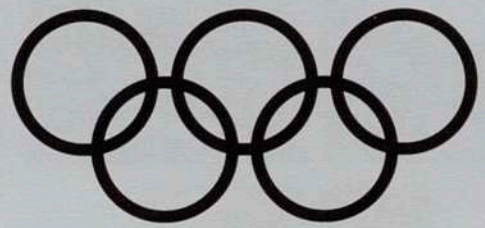
奥林匹克五环标志是一个平衡的整体，应用中不得改变其形状、结构和比例。一致连贯地应用奥林匹克五环标志是为了保持标志应用中的统一性，使标志更容易识别。

奥林匹克五环标志必须应用本手册中对应的电子完稿文件。不得作任何修改，包括任何变形和重新绘制，也不要将各部分分开使用。

The Olympic symbol is a balanced entity, no change of its shape, structure and proportion is allowed. To coherently use the Olympic symbol is to guarantee its unity in the application and make it easier to identify.

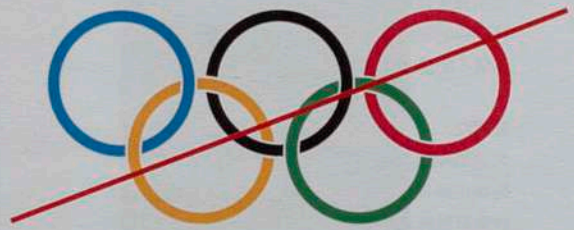
The Olympic symbol must correspond to the electronic draft file(s) in these guidelines. Do not make any change, deformation or re-drawing; no separating of related parts.

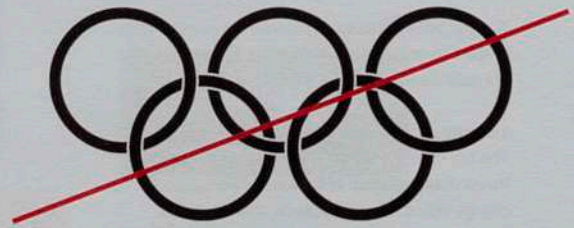




此版本的奥林匹克五环标志是正确的，
因为五环是彼此完全相连交叠的。

This version of the Olympic rings is correct, as the rings are fully interlinked.





此版本的奥林匹克五环标志是不正确的，
因为环与环之间的交叉点都有“空白”。不应使用此版本。

This version of the Olympic rings is not correct, as there are "gaps" at the intersection of each of the rings. This version should never be used.

# 奥林匹克五环标志的不可侵入区域及最小尺寸
# Isolation Area and Minimum Size



由于奥林匹克运动的包容性和协作性，奥林匹克五环标志通常与各种利益相关方的视觉元素或视觉形象相关联。因此，奥林匹克五环标志的不可侵入区域对保护其完整性是至关重要的。标志周边必须保持一个最小尺寸的空白空间，该空间称为不可侵入区域，该区域内不得出现标题、文本、图像、边框或其它元素。

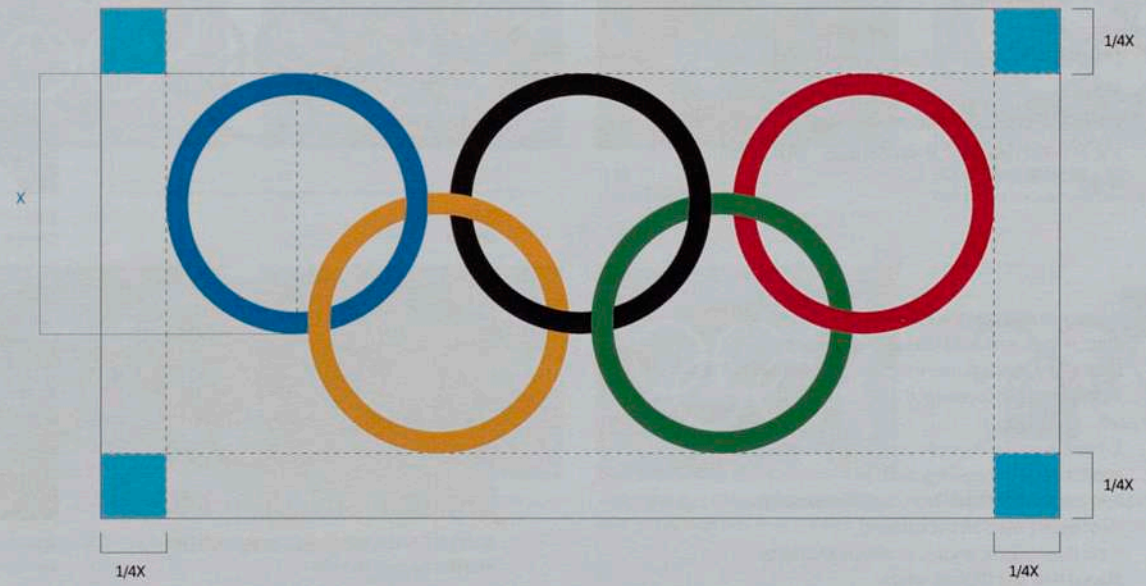
为确保最大程度保护标志的完整性，当标志尺寸改变时，不可侵入区域大小随之改变。

对于某些特定的应用，在保证奥林匹克五环标志清晰识别的前提下，同时事先得到国际奥委会同意的情况下，最小尺寸规则可不适用。

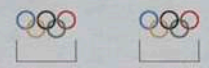
Due to the inclusiveness and collaborative nature of the Olympic Movement, the Olympic rings are most often associated with visual elements or visual identities of various stakeholders. Therefore, an isolation area around the Olympic rings becomes critically important in order to preserve their integrity. No other typography, text, graphic and/or photographic element may overlap the Olympic rings.

Whenever possible, it is advised to preserve an even larger isolation area around the Olympic rings to protect their integrity to the maximum.

For some specific applications, provided that legibility of the Olympic rings is perfectly ensured and the integrity of the Olympic rings is preserved, the rule on minimum size might not be applied, but with the prior consent of the IOC.



奥林匹克五环标志的最小尺寸
The Olympic symbol minimum size



# 奥林匹克五环标志彩色版的适用背景应用
# Backgrounds for Full-Colour Olympic Rings

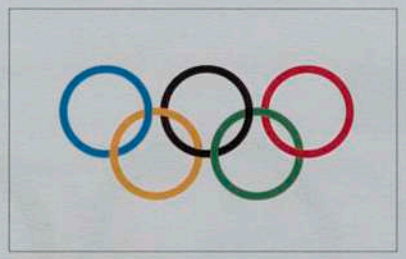


为保证奥林匹克五环标志的完整性，无论任何应用情况下，背景均须最大程度保证奥林匹克五环标志的清晰识别。

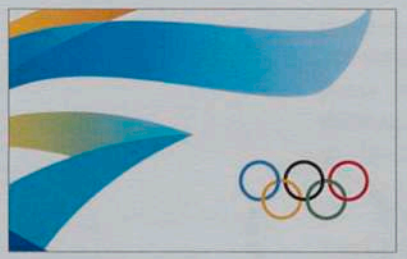
1.奥林匹克五环标志彩色版须始终出现在白色背景上。
2.奥林匹克五环标志不得用作背景。
3.奥林匹克五环标志上不得出现插图、照片或视频等。

In order to maintain the integrity of the Olympic rings, it is essential that the backgrounds on which they appear ensure maximum visibility, no matter what the application.

1. The full-colour Olympic rings must always appear on a white background.
2. In a graphic composition, the Olympic rings must not be used as background.
3. No illustrations, photos or videos should be placed over the Olympic rings.

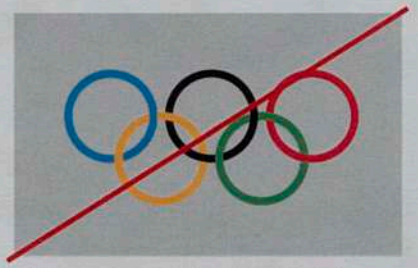


正确
Correct

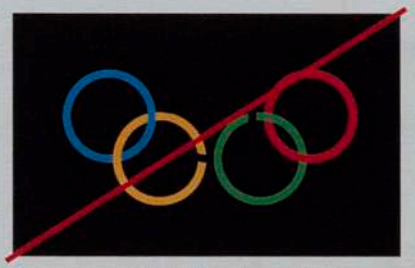


正确
Correct

正确
Correct



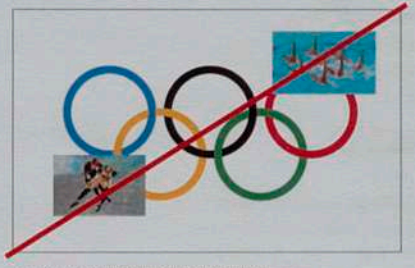
奥林匹克五环标志彩色标准版的背景必须是白色
Background must be white



奥林匹克五环标志彩色标准版的背景必须是白色
Background must be white

奥林匹克五环标志彩色标准版的背景必须是白色
Background must be white

奥林匹克五环标志彩色标准版的背景必须是白色
Background must be white



不可侵入区域内不得出现图像或其它元素
No images over the Olympic rings

# 奥林匹克五环标志单色版的适用背景应用
# Backgrounds for Monochrome Olympic Rings

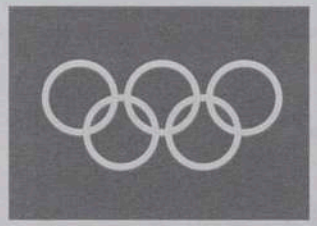


为保证奥林匹克五环标志的完整性，无论任何应用情况下，背景均须最大程度保证奥林匹克五环标志的清晰识别。

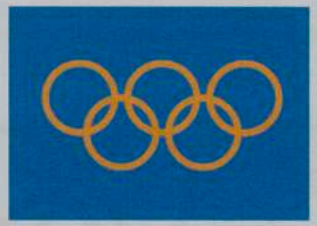
1.在有足够对比度来保证奥林匹克五环标志单色版的清晰可见的情况下，可以以六种官方奥运颜色中的任何一种出现。
图形背景：
背景不得包含可能会改变奥林匹克五环标志观感的线条或图案等元素。
背景不得包含与奥林匹克五环标志单色版中的任一颜色，会导致奥林匹克五环标志无法识别。
2.奥林匹克五环标志上不得出现插图、照片或视频等。

In order to maintain the integrity of the Olympic rings, it is essential that the backgrounds on which they appear ensure maximum visibility, no matter what the application.

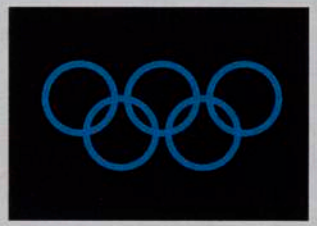
1. The monochrome Olympic rings may be used in one of the six official colours on a 'quiet area', as long as legibility is ensured through sufficient contrast.
The graphic background:
Must not include elements such as lines or patterns that may alter the perception of the Olympic rings
Must not include the monochrome colour of the Olympic rings.
2. No illustrations, photos or videos should be placed over the Olympic rings.



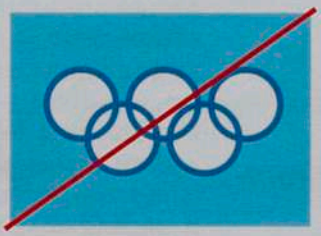
正确
Correct



正确
Correct



正确
Correct

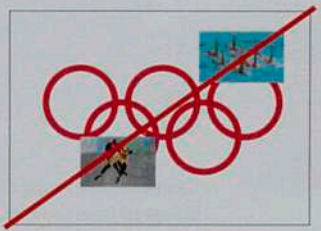


标志背后的背景必须是一致的
Consistent background behind.

正确
Correct

正确
Correct

不得将奥林匹克五环标志放置在图片背景上
No Olympic rings over an image area.

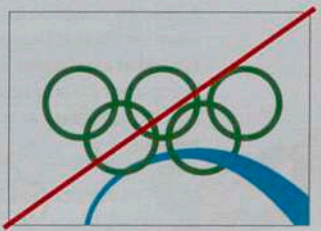


不得将图片放在奥林匹克五环标志之上
No images in front of the Olympic rings.

正确
Correct

正确
Correct. Background does not contain the colour of the monochrome Olympic rings or any element that might alter the perception

背景不得包含奥林匹克五环标志单色版中的任一颜色或任何穿过奥运五环的线条。
Background must not contain the colour of the monochrome Olympic rings or any lines that cut through the Olympic rings



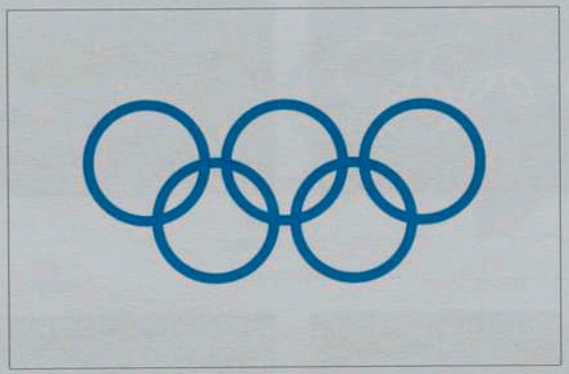
奥运五环前后均不得放置图形，图形也不可穿过奥运五环。
No graphics in front of, through or behind the Olympic rings

# 奥林匹克五环标志的色彩明度
# Tone-on-Tone

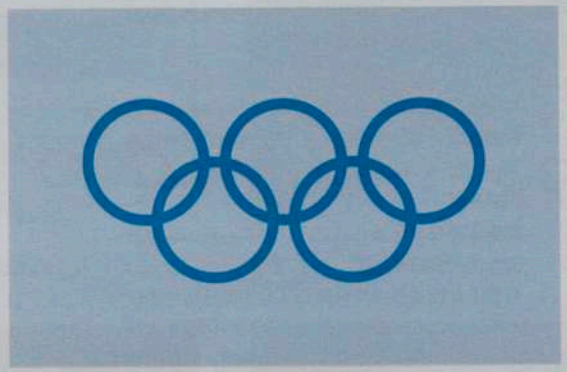


为确保奥林匹克五环标志的易辨性和清晰性，特制定同系配色应用规范：
1.当奥林匹克五环标志单色版与其选用背景色彩一致时，须有足够对比度——至少50%的对比度。
2.当奥运五环在玻璃上蚀刻或作为图片或视频上的水印应用时，50%的对比度可不适用。
在一些非常特殊的情况下，透明度也是可以接受的，例如透明度为60%的电视台标。

注：奥林匹克五环标志单色版只能以官方色彩中的任一色彩出现。



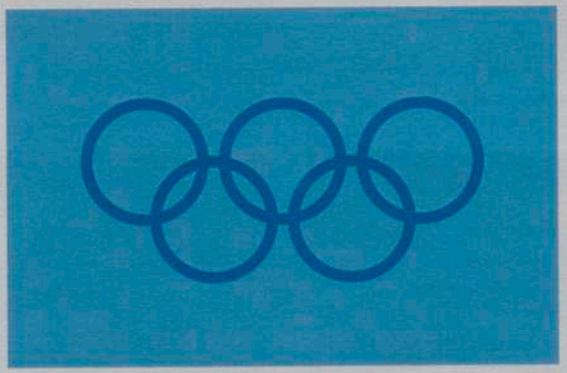
奥林匹克五环蓝色 100% | 0% 的背景 | 100% 的对比
Olympic rings 100% blue | 0% background | 100% contrast



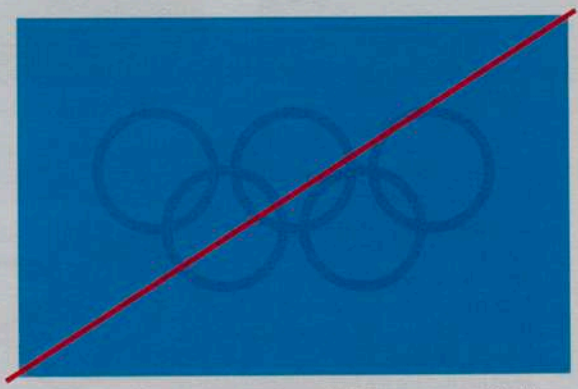
奥林匹克五环蓝色 100% | 25% 的背景 | 75% 的对比
Olympic rings 100% blue | 25% background | 75% contrast

To ensure the visibility of the Olympic rings, standards have been established for 'tone-on-tone' applications:
1. When the monochrome Olympic rings share the same colour as their background, there must be sufficient contrast - minimum 50% in value.
2. The only exception to this 50% contrast rule is when the Olympic rings are etched on glass or applied as a watermark on pictures or videos. Transparency is also acceptable in some very specific cases such as white TV bugs with 60% transparency.

Note: The monochrome Olympic rings may appear only in one of the six official colours.



奥林匹克五环蓝色 100% | 50% 的背景 | 50% 的对比
Olympic rings 100% blue | 50% background | 50% contrast



奥林匹克五环蓝色 100% | 75% 的背景 | 25% 的对比
Olympic rings 100% blue | 75% background | 25% contrast

# 奥林匹克五环标志的错误应用 01
# Common Misuses 01



奥林匹克五环标志在应用中通常会受一些习惯行为或主观意识影响，不当地应用将影响对外形象的一致性，本页所列举的为通常最容易犯的错误。在实际应用过程中应避免这些或类似的错误应用方法。

奥林匹克五环标志是一个平衡的整体，应用中不得改变其形状、结构和比例。一致连贯地应用奥林匹克五环标志是为了保持标志应用中的统一性，使标志更容易识别。

注：右侧示例并不详尽。请尽量使用本手册中规定的奥林匹克标志彩色版。

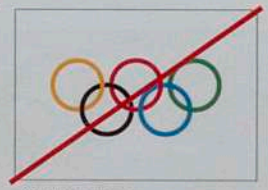
The Olympic symbol in the application is commonly affected by some habits or subjective consciousness, and improper application will influence its consistency in external communication. Mistakes most easily caused are listed here, which shall be avoided in practical application.

The Olympic symbol is a balanced entity, no change of its shape, structure and proportion is allowed. To coherently use the Olympic symbol is to guarantee its unity in the application and make it easier to identify.

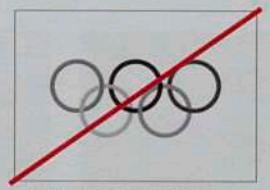
Note: The examples on the right are not exhaustive. Always use the artwork provided in these guidelines.

奥林匹克五环标志不得以任何方式改变，包括官方颜色或颜色顺序的更改。
The Olympic rings should never be altered in any way, including modifying the official colours or the order of the colours.

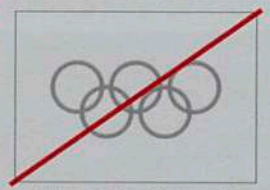
不得改变标志色彩
Do not modify colours



不得改变标志色序
Do not reorder colours

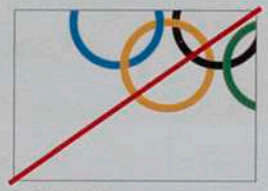


不要制作和应用标志灰度稿
Do not use different tones of grey



只可使用官方规定的标志单色色彩
For monochrome Olympic rings, use only official colours

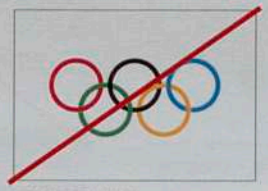
不得在标志上添加轮廓线
Do not outline



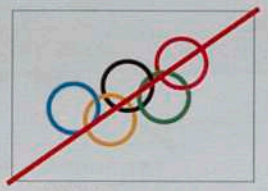
不得裁切标志
Do not crop

不得在标志上叠加图片
Do not insert imagery

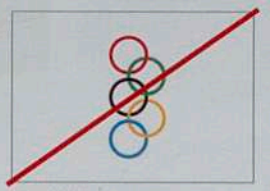
奥林匹克五环标志必须水平放置，顶部为三环、底部为两环。
The Olympic rings must always be reproduced horizontally, with three rings on top and two on the bottom.



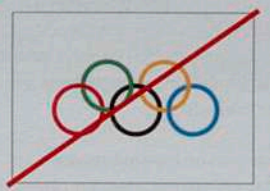
不得水平翻转标志
Do not flip horizontally



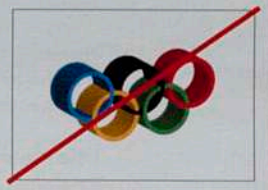
不要旋转标志
Do not rotate



不要旋转标志
Do not rotate



不得反转标志
Do not invert



不得以3D形式旋转
Do not rotate in 3D

# 奥林匹克五环标志的错误应用 02
# Common Misuses 02



奥林匹克五环标志在应用中通常会受一些习惯行为或主观意识影响，不当地应用将影响对外形象的一致性，本页所列举的为通常最容易犯的错误。在实际应用过程中应避免这些或类似的错误应用方法。

奥林匹克五环标志是一个平衡的整体，应用中不得改变其形状、结构和比例。一致连贯地应用奥林匹克五环标志是为了保持标志应用中的统一性，使标志更容易识别。

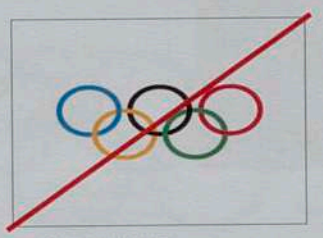
注：右侧示例并不详尽。请尽量使用本手册中规定的奥林匹克标志彩色标准版。

The Olympic symbol in the application is commonly affected by some habits or subjective consciousness, and improper application will influence its consistency in external communication. Mistakes most easily caused are listed here, which shall be avoided in practical application.

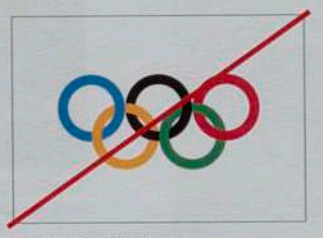
The Olympic symbol is a balanced entity, no change of its shape, structure and proportion is allowed. To coherently use the Olympic symbol is to guarantee its unity in the application and make it easier to identify.

Note: The examples on the right are not exhaustive. Always use the artwork provided in these guidelines.

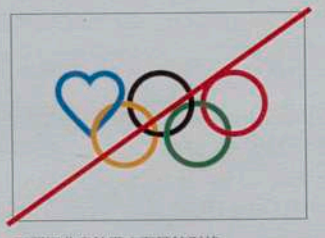
奥林匹克五环标志必须始终保持清晰可见，不得以任何方式扭曲。
The Olympic rings must always be visible in their entirety and should never be distorted in any way.



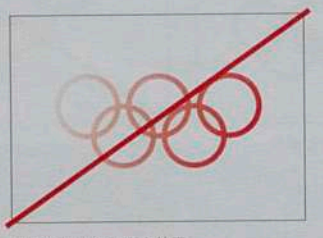
不要将标志拉伸或变形
Do not stretch or deform



不要增加标志轮廓宽度
Do not distort width



不要扭曲奥林匹克五环的形状
Do not distort the shape of the Olympic rings



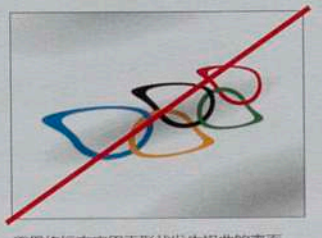
不要给标志添加渐变效果
Do not add gradation

不要给标志添加阴影
Do not add drop shadow

不要在标志上插入照片或插图
Do not insert images or illustrations

不得将五环作为物体、形状、人物或产品进行复制或再制作
Do not reproduce as objects, shapes, people or products

不要在标志上插入字母或单词
Do not insert letters or words



不得将标志应用于形状发生扭曲的表面
Do not apply on surfaces where shape is distorted

# 奥林匹克五环标志的特殊应用
# Olympic Symbol Special Applications

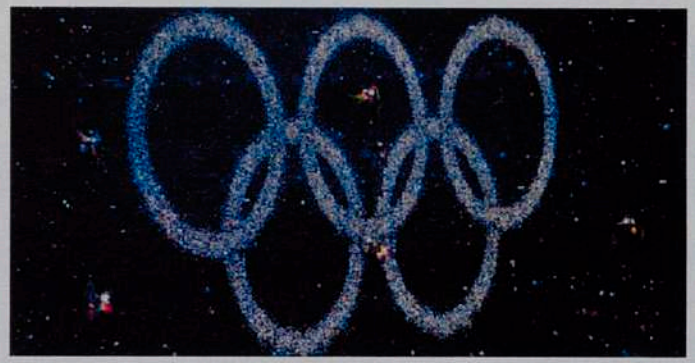


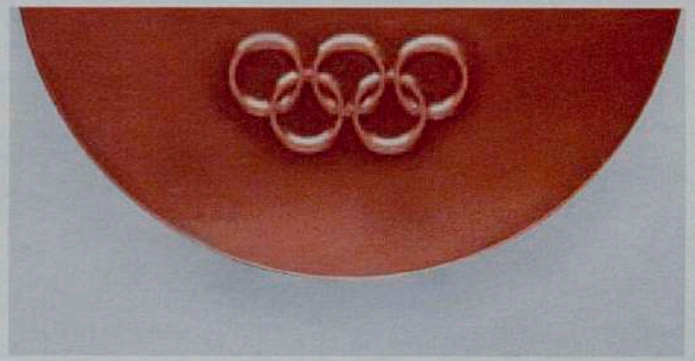
奥林匹克五环标志是独一无二的，它们出现在各种应用中，包括印刷品、广播、数字媒体、室外环境以及针脚和服装等。

为确保奥林匹克五环标志所有形式和应用的一致性至关重要，本部分规范了奥林匹克五环标志特殊应用的指导方针。

The Olympic rings are unique for many reasons. They appear in a variety of applications, including print, broadcast and digital media; in outdoor environments; and on pins and apparel.

It is crucial to continue to inspire excellence in Olympic design while ensuring consistency in all forms and applications. This section establishes guidelines for special applications of the Olympic rings.





**Olympic Winter Games Beijing 2022**
Emblem Usage Guidelines

# B

## 会徽应用规范
## The Emblem Application Specification

# 会徽的构成
# Emblem Construction



北京2022年冬季奥林匹克运动会会徽简称“北京2022年冬奥会会徽”或会徽。

北京2022年冬奥会会徽由会徽图形、会徽印鉴、奥林匹克五环标志三部分构成。此页为北京2022年冬奥会会徽的彩色标准版。

北京2022年冬奥会会徽的组成、颜色和比例不得以任何方式改变。请应用北京2022年冬奥会会徽彩色标准版，以确保会徽的正确应用。

注：“TM”符号大小随着会徽尺寸的改变而改变，如遇狭小范围印刷，可使用去掉“TM”符号的会徽，详细参见B-8会徽的最小使用规范。

The Olympic Winter Games Beijing 2022 Emblem is abbreviated as 'the emblem' hereinafter.

The emblem is composed of three parts: The Games Distinctive Element, Wordmark and Olympic Symbol. This page shows the official artwork of the emblem.

The components, colours and proportions of the emblem may not be altered in any way. Use only official artwork herein specified to ensure the correct application of the emblem.

Note: The size of the TM mark varies proportionally with that of the emblem. In case of very small printing applications, it is allowed to use the emblem without the TM mark. See details for The Emblem Minimum Size specified in B-8.

会徽图形
The Games Distinctive Element

会徽印鉴
Wordmark

商标
Trademark

奥林匹克五环标志
Olympic Symbol

# 会徽的诠释
# Emblem Explanation



BEIJING 2022™

北京2022年冬奥会会徽——冬梦

会徽以汉字“冬”为灵感来源，运用中国书法的艺术形态，将厚重的东方文化底蕴与国际化的现代风格融为一体，呈现出新时代的中国新形象、新梦想，传递出新时代中国为办好北京冬奥会，圆冬奥之梦，实现“三亿人参与冰雪运动”目标，圆体育强国之梦，推动世界冰雪运动发展，为国际奥林匹克运动做出新贡献的不懈努力和美好追求。

会徽图形上半部分展现滑冰运动员的造型，下半部分表现滑雪运动员的英姿。中间舞动的线条流畅且充满韵律，代表举办地起伏的山峦、赛场、冰雪滑道和节日飘舞的丝带，为会徽增添了节日喜庆的视觉感受，也象征着北京冬奥会将在中国春节期间举行。

会徽以蓝色为主色调，寓意梦想与未来，以及冰雪的明亮纯洁。红黄两色源自中国国旗，代表运动的激情、青春与活力。

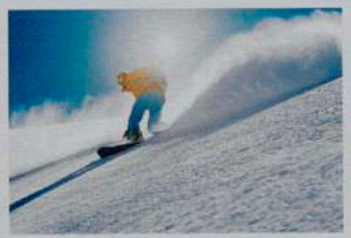
在“BEIJING 2022”字体的形态上汲取了中国书法与剪纸的特点，增强了字体的文化内涵和表现力，也体现了与会徽图形的整体感和统一性。

Winter Dream – Emblem of the Olympic Winter Games Beijing 2022

The inspiration of the emblem design comes from the Chinese character for winter – “冬”. A stylised, calligraphic rendition of the Chinese character, which infuses Chinese culture with contemporary artistic elements, projects a new image of China in a new era, demonstrating the country's commitment to a successful Winter Games. It also heralds the realisation of China's Winter Olympic Dream, namely, to encourage more Chinese people to take part in winter sports, to build China into a sporting power, and to promote winter sports and the Olympic Movement around the world.

The upper part of the emblem resembles a skater and its lower part a skier. The ribbon-like motif in between, full of rhythm, stands for the host country's rolling mountains, Games venues, ski courses and skating tracks. The ribbons, as artistically expressed in the emblem, give a touch of festivity and are an indication that the Games coincide with the celebrations of the Chinese New Year.

The emblem's primary colour of blue represents dreams and the future, as well as the purity of ice and snow. The colours of red and yellow, which draw on those of China's National Flag, represent passion, youth and vigour. The presentation of the words “Beijing 2022”, a nod to the art of Chinese calligraphy and paper-cutting, adds to the harmony of the entire emblem.



# 会徽的制图
# Emblem Formation



北京2022年冬奥会会徽是一个平衡的整体，一致连贯地应用北京2022年冬奥会会徽是为了保持会徽应用中的统一性，使会徽更容易识别。

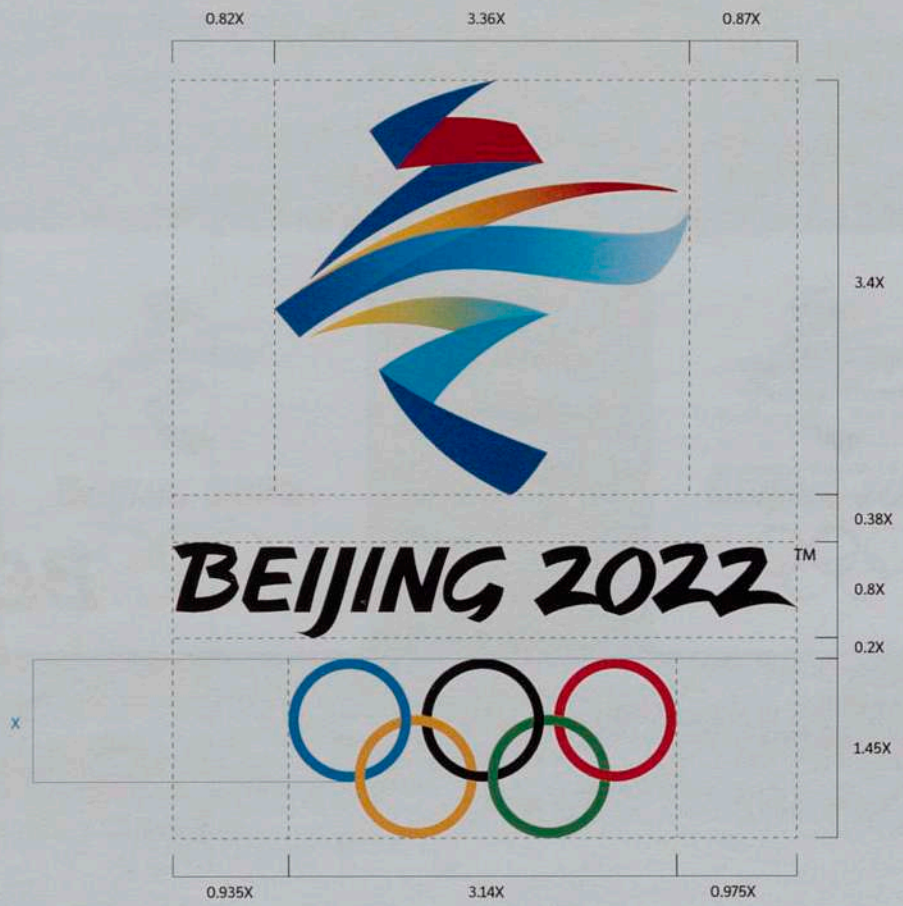
北京2022年冬奥会会徽的组成、颜色和比例不得以任何方式改变。请应用北京2022年冬奥会会徽彩色标准版，以确保会徽的正确应用。

基于对奥林匹克精神的尊重，会徽在应用和传播中，不得在地面载体上应用。如遇特殊情况，其应用必须经北京2022年冬奥会和冬残奥会组织委员会授权。

The Olympic Winter Games Beijing 2022 emblem is a balanced entity. To coherently use the Olympic Winter Games Beijing 2022 emblem is to guarantee its unity in actual application and make it easier to identify.

No change of elements, colours and proportions of the Olympic Winter Games Beijing 2022 emblem is allowed. Please use the official full-colour artwork to guarantee its correct use.

To respect the Olympic spirit, the emblem cannot be used on ground carriers in application and communication. In special case, its use must be authorized by the Beijing Organising Committee for the 2022 Olympic and Paralympic Winter Games.




X = 五环单体高度

X = The height of the single ring

# 会徽的不可侵入区域
# Emblem Clear Space



不可侵入区域的目的是为了保护会徽，为更加清晰有效地传播北京2022年冬奥会会徽，会徽周边必须保持一个最小尺寸的空白空间，该空间称为不可侵入区域，该区域内不得出现标题、文本、图像、边框或其它元素。

为确保最大程度保护会徽的完整性，当会徽尺寸改变时，不可侵入区域大小随之改变。

The clear space is designed to preserve the emblem and prevent interference from other elements, such as titles, texts, images or borders.

Whenever possible, it is advised to preserve an even larger clear space around the emblem to protect its integrity.

X = 五环单体高度
不可侵入区域

X = The height of the single ring
Clear space

# 会徽的背景保护及不可侵入区域
# Boxed Emblem and Emblem Clear Space



会徽的背景保护是会徽出现在复杂的图片背景时，为确保会徽的正确识别所建立的一种方式。会徽的背景保护也同样设有不可侵入区域，目的是为了保护会徽的背景保护，为更加清晰有效地传播北京2022年冬奥会会徽，会徽的背景保护周边必须保持一个最小尺寸的空白空间，该空间称为不可侵入区域，该区域内不得出现标题、文本、图像（背景除外）、边框或其它元素。

为确保最大程度保护会徽背景保护的完整性，当会徽的背景保护尺寸改变时，不可侵入区域大小随之改变。

When placing the emblem on a photographic image, always use the boxed emblem. Clear space is herein specified for boxed emblem to communicate the emblem more clearly and effectively. Clear space is designed around boxed emblem, to prevent any interference from other elements, such as titles, texts, images or borders.

Whenever possible, it is advised to preserve an even larger clear space around the boxed emblem to protect its integrity.

X = 五环单体高度
不可侵入区域

X = The height of the single ring
Clear space

会徽背景保护的比例规范
Proportion Specification of Boxed Emblem

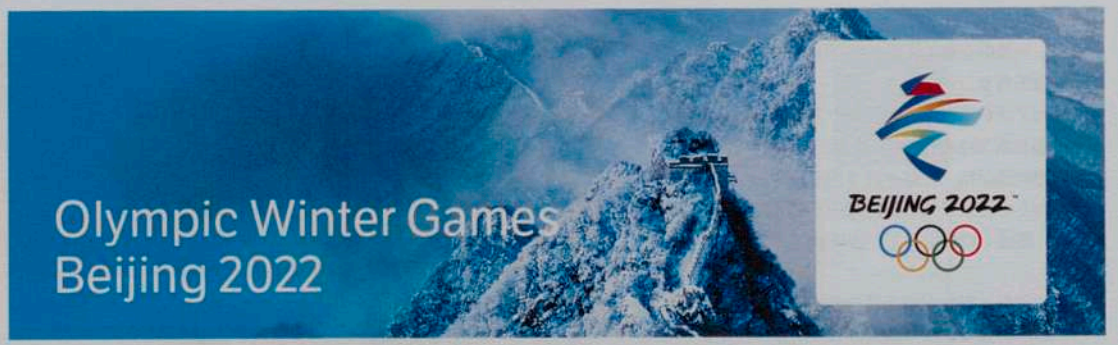
会徽背景保护的不可侵入区域
Clear Space of Boxed Emblem

# 会徽的背景保护示例
# Boxed Emblem | Examples



把会徽放在图像背景时应尽量使用带有背景保护的会徽，确保最大程度保护会徽的完整性。会徽的背景保护不得应用于白色背景之上。

The boxed emblem is used on picture or colourful background to preserve the integrity of the emblem. Boxed emblem cannot be used on white background due to no border.



# 会徽印鉴的单体应用及不可侵入区域
# Emblem Wordmark Independent Use and Clear Space



会徽印鉴可用于不允许应用会徽的时候，应用形式可水平应用。此应用请谨慎使用，在正常情况下请尽量应用北京2022年冬奥会会徽彩色标准版。

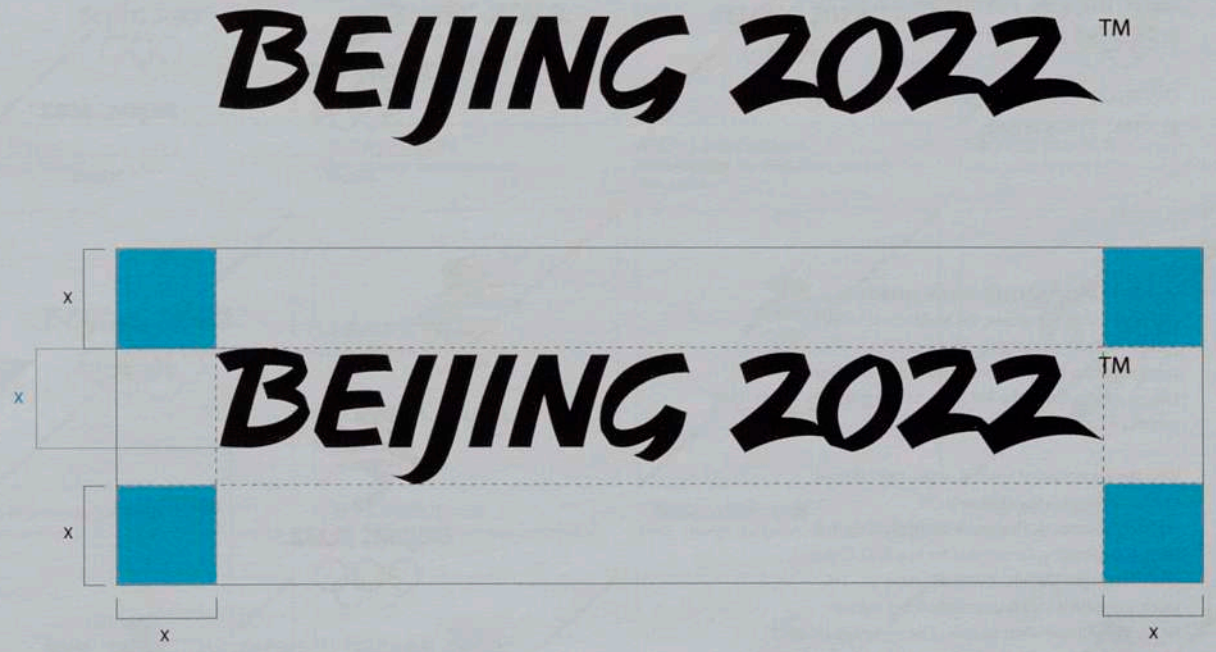
不可侵入区域的目的是为了保护会徽印鉴的单体应用。为更加清晰有效地传播会徽印鉴，会徽印鉴单体周边必须保持一个最小尺寸的空白空间，该空间称为不可侵入区域，该区域内不得出现标题、文本、图像、边框或其它元素。

为确保最大程度保护会徽印鉴单体应用的完整性，当会徽印鉴尺寸改变时，不可侵入区域大小随之改变。

Wordmark may be used in horizontal form, in case the emblem is not allowed to use. Make sure proper application in the wordmark use. Use the official full-colour artwork of the emblem to guarantee its correct use.

Clear space is herein specified for protecting wordmark independent use. To communicate wordmark more clearly and effectively, clear space is preserved around wordmark, to prevent any interference from other elements, titles, texts, images or borders.

Whenever possible, it is advised to preserve an even larger clear space around the wordmark to protect its integrity.




X = 会徽印鉴字母B的高度
不可侵入区域

X = The height of the letter B
Clear space

# 会徽的最小尺寸
# Emblem Minimum Size



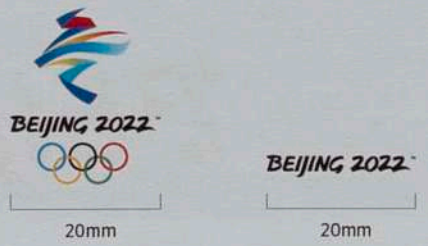
为了保证会徽和会徽印鉴在任何复制品中清晰易读，最小尺寸为20mm。如遇小于20mm的空间应用时，可将“TM”符号删掉，删掉后最小尺寸为13mm。但在有些特殊情况下，必须使用带有“TM”符号的会徽和会徽印鉴。所以，如需删除“TM”符号，其应用必须经北京2022年冬奥会和冬残奥会组织委员会授权。

在多媒体使用时，会徽的最小尺寸有两个版本，且“TM”符号不可删除。

In order to accurately replicate the emblem and wordmark in publications, the width must be at least 20mm. If the available space cannot accommodate the size, the emblem and wordmark can be used without the TM mark. In this case, the minimum horizontal length is 13mm.

With the exception of special cases, the TM mark must always be presented with the emblem/wordmark. Please be authorized by the Beijing Organising Committee for the 2022 Olympic and Paralympic Games, if without using the TM mark. For digital media channels, there are two types of minimum clear spaces. The minimum clear space for each media channel should be kept and if used on digital media channels the TM mark must always be presented.

印刷、打印材料的最小尺寸
The minimum size in print materials




无TM符号下的的最小尺寸
The minimum size in prin materials, without TM

数字媒体的最小尺寸
The minimum size in digital media

1. 桌面应用程序（电子邮件头和签名），屏幕背景、壁纸等
2. 屏幕上的应用程序（电视、离线媒体等）
3. 网站上的应用程序

1. Desktop applications (e-mail headers and signatures), screen background, wallpaper, etc.
2. Onscreen applications (TV, offline media, etc.)
3. Applications on a website

1. 网站横幅应用
2. 移动媒体应用（智能手机、平板电脑等）

1. Applications on website banners
2. Applications on mobile media (smartphones, tablets, etc.)

# 会徽的错误应用
# What not to do



为确保北京2022年冬奥会会徽的完整性，请始终按照本手册的要求执行。此页示例展示了必须避免的错误用法。

To ensure the integrity of the Olympic Winter Games Beijing 2022 emblem, please always use the artwork indicated in these guidelines. The examples on this page illustrate incorrect applications that must be avoided at all times.

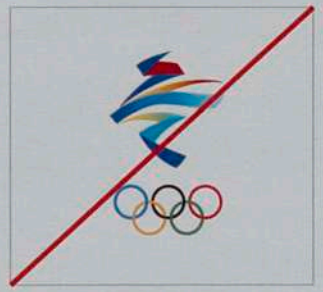
不要歪曲会徽
Never distort

不要改变会徽的比例
Never change the proportion

不要改变会徽印鉴的字体
Never change the font of the emblem wordmark

不要在会徽上加上标语
Never add phrases

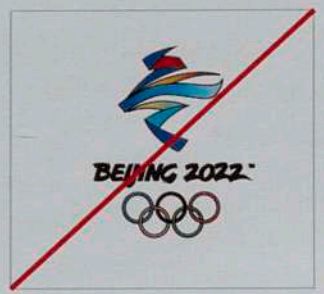
不要改变会徽的组合元素
Never change the composite components



不要改变会徽的组合元素
Never change the composite components

不要改变会徽的组合元素
Never change the composite components

不要倾斜或旋转会徽
Never incline or rotate




不要在会徽上加轮廓线
Never add outline

不要在会徽上添加明影
Never add any shadow effect

不要在会徽上添加边框
Never add border

不要在会徽上加立体效果
Never add any 3D effect

**Olympic Winter Games Beijing 2022**
Emblem Usage Guidelines

# C

## 会徽色彩应用规范
## The Emblem Colours Application Specification

# 会徽的色彩
# Emblem Colours



色彩是北京2022年冬奥会会徽识别系统的重要组成部分，是情感表达的关键。具有个性识别的色彩可有效传播北京2022年冬奥会。

北京2022年冬奥会会徽色彩已经形成了鲜明的特点。以奥运色彩为主体，展现了冬季运动的活力与激情，更传递出中国文化的独特魅力。将中国文化、体育和奥林匹克精神相融合。

Colours are the important constituents for recognizing the emblem elements. Distinct and recognizable colours can effectively facilitate the communication.

It is important to emphasize the generous use of the colours to highlight Chinese features and combine the spirit of the Games and Chinese culture.

# 会徽的色彩标准
# Emblem Primary Palette



此页是北京2022年冬奥会会徽的色彩标准规范。标准色是会徽的重要组成部分，在应用中必须按照色彩标准数值严格执行，以确保北京2022年冬奥会会徽的色彩外观保持一致。

This is the primary palette of the Olympic Winter Games Beijing 2022 emblem. Standard colours are the important constituents of the emblem. Colour standard numericals must prevail in application to ensure the emblem colour to be consistent in appearance.

BEIJING 2022™

会徽图形颜色
The Games Distinctive Element Colour

Pantone 286
C91 M74 Y9 K0
R31 G75 B149

Pantone 199
C24 M100 Y92 K0
R193 G24 B39

Pantone 298
C65 M5 Y0 K10
R58 G173 B221

位置 Position 0
Pantone 109
C0 M20 Y100 K0
R252 G207 B0

位置 Position 100
Pantone 199
C24 M100 Y92 K0
R193 G24 B39

位置 Position 0
Pantone 287
C90 M70 Y0 K0
R28 G80 B161

位置 Position 46
Pantone 2925
C90 M20 Y0 K0
R0 G145 B215

位置 Position 100
Pantone 291
C35 M0 Y0 K0
R173 G221 B247

位置 Position 0
Pantone 297
C54 M0 Y0 K0
R110 G200 B242

位置 Position 43
Pantone 346
C49 M0 Y51 K0
R139 G200 B148

位置 Position 100
Pantone 109
C0 M20 Y100 K0
R252 G207 B0

会徽印鉴颜色
Wordmark Colour

BEIJING 2022™

Pantone 426
C0 M0 Y0 K100
R0 G0 B0

奥林匹克五环标志颜色
Olympic Symbol Colour

Pantone 3005 C100 M37 Y0 K0 R0 G129 B200

Pantone 426 C0 M0 Y0 K100 R0 G0 B0

Pantone 192 C0 M94 Y65 K0 R238 G51 B78

Pantone 137 C0 M34 Y91 K0 R252 G177 B49

Pantone 355 C100 M0 Y100 K0 R0 G166 B81

# 会徽与会徽印鉴的墨稿及反白稿
# Emblem and Wordmark Black and Reverse Monochrome Version



色彩呈现是非常重要的。在一般情况下，请尽量在白色背景上应用会徽的彩色版。本页列举了会徽的墨稿及反白稿。在黑白印刷或特殊印刷（如浮雕、蚀刻等）的情况下，应使用墨稿及反白稿。

会徽不会以金色、银色或灰色呈现，如有特殊情况，其应用必须经北京2022年冬奥会和冬残奥会组织委员会授权。

会徽和会徽印鉴的单色使用除墨稿和反白稿外，不得出现其它色彩。如遇特殊情况需使用本手册规范以外的色彩，其应用必须经北京2022年冬奥会和冬残奥会组织委员会授权。

In general, use the full-colour version on white background. In situations where black-and-white printing, printing in reverse or special print methods such as embossing or etching are appropriate, the black and the reverse monochrome version should be used.

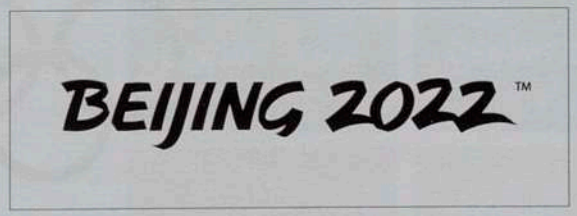
The emblem should not appear in gold, silver or gray. Any exceptions to these guidelines must be pre-approved by BOCOG.

Emblem
No other colour is allowed except the black and the reverse monochrome version of the emblem in monochrome use. Any exceptions to these guidelines must be pre-approved by BOCOG.

Wordmark
No other colour is allowed except the black and the reverse monochrome version of wordmark.

会徽墨稿
The Emblem Black Version
Pantone 426
C0 M0 Y0 K100 R0 G0 B0

会徽反白稿
The Emblem Reverse Monochrome Version
Pantone White
C0 M0 Y0 K0 R255 G255 B255




会徽印鉴墨稿
The Wordmark Black Version
Pantone 426
C0 M0 Y0 K100 R0 G0 B0

会徽印鉴反白稿
The Wordmark Reverse Monochrome Version
Pantone White
C0 M0 Y0 K0 R255 G255 B255

# 会徽的灰度稿
# Emblem Grayscale Version



在印刷颜色数量有限的情况下，只能应用会徽灰度稿时，方可应用此版本。这是一个限制应用的版本，其应用必须经北京2022年冬奥会和冬残奥会组织委员会授权。

The grayscale version is for exclusive use in materials with a number of printing colours. This is a restricted-use version, whose application must be authorized by BOCOG.

# 会徽与会徽印鉴的色彩应用原则
# Emblem and Wordmark Colour Principles



北京2022年冬奥会会徽彩色标准版只能在白色背景上呈现。当背景颜色受到限制时，北京2022年冬奥会会徽可以以反白形式呈现。本页列举了一些背景颜色上应用的反白示例，但会徽的反白应用不局限于这几种色彩。在正常情况下请尽量应用北京2022年冬奥会会徽彩色标准版。

会徽印鉴可用于不允许应用会徽的时候，色彩只有黑白两种。本页列举了一些背景颜色上应用的反白示例，但会徽印鉴的反白应用不局限于这几种色彩。在正常情况下请尽量应用北京2022年冬奥会会徽彩色标准版。

会徽与会徽印鉴在背景颜色上以反白形式呈现时，必须保证会徽与会徽印鉴清晰可见，否则不允许被使用。

In case of limited background colours, the reverse monochrome version is allowed for the emblem. This page lists some reverse monochrome versions on background colours, but the background colours for the reverse monochrome application are far beyond those shown here. Normally, use the standard full-colour version of the emblem.

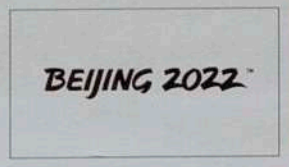
Black and white versions of the wordmark are allowed in case the emblem is not permissible for applicaiton. This page lists some reverse monochrome applications on certain background colours.

If applied on background colours, the reverse monochrome version must guarantee sufficient contrast and visibility for both the emblem and the wordmark.

白色背景的会徽
Full-colour Emblem
on White Background

会徽的反白示例
Reverse Monochrome
Emblem

白色背景的会徽印鉴
Wordmark on
White Background



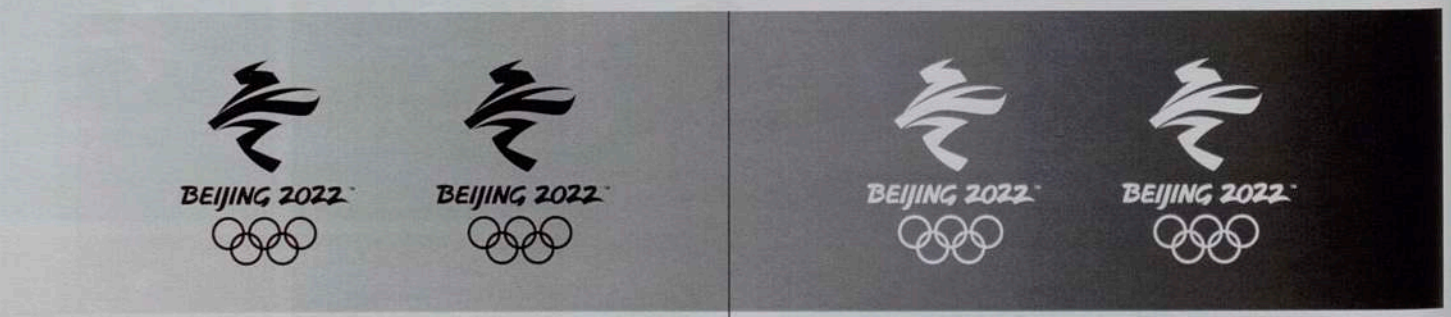

会徽印鉴的反白示例
Wordmark Reverse
Monochrome Version

# 会徽的背景控制
# Emblem Background Monochrome Version

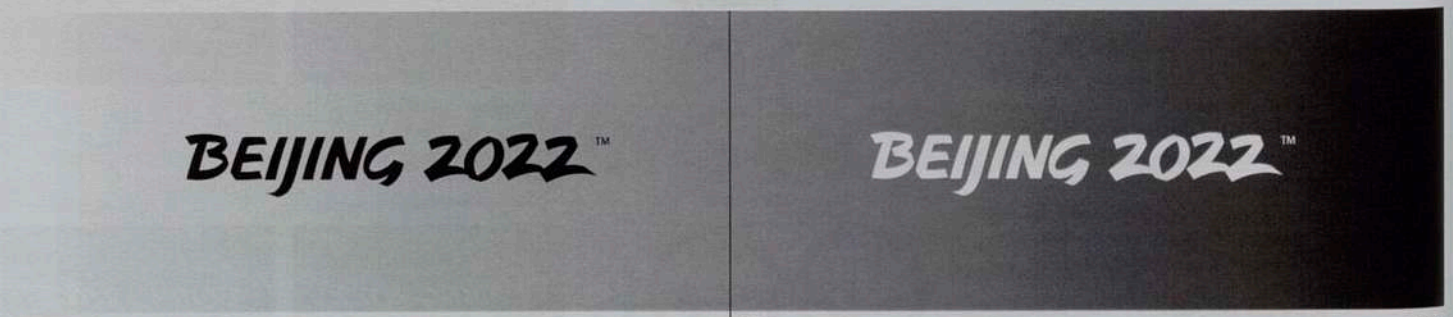


会徽的背景控制应用原则：
当背景黑色小于50%应用墨稿会徽，
当背景黑色超过50%应用反白稿会徽。

Use the black version when the background is less than 50% black tone, and the reverse monochrome version when the background is more than 50% black tone.




Black 0% 50% 100%




Black 0% 50% 100%

# 会徽色彩的错误应用
# What not to do



为确保北京2022年冬奥会会徽的完整性，请始终按照本手册的要求执行。这里示例展示了会徽色彩的应用中必须避免的错误用法。

To ensure the integrity of the Olympic Winter Games Beijing 2022 emblem, always use the artwork indicated in these guidelines. The examples on this page illustrate incorrect applications that must be avoided at all times.

不要改变会徽图形的色彩
Never change the colour
of The Games Distinctive Elements

不要改变会徽的透明度
Never change the transparency
of the emblem

不要应用规范以外的会徽色彩
Never use any colours
beyond those specified in these guidelines

不要应用轮廓没有颜色的会徽
Never use outlined emblem

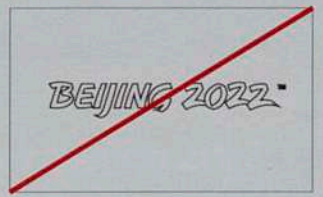
不要在彩色背景上应用会徽的彩色标准版
Never use full-colour emblem
on the background

不要在渐变色背景上应用会徽的彩色标准版
Never use full-colour emblem
against similar gradient background

不要在复杂的背景上应用会徽的彩色标准版
Never use full-colour emblem
against complex background

不要在复杂的背景上应用会徽的反白稿
Never use reverse monochrome emblem
against any complex background

不要改变会徽印鉴的色彩
Never change colour of the wordmark




不要应用轮廓没有颜色的会徽印鉴
Never use outlined wordmark

不要在复杂的背景上应用会徽印鉴
Never use wordmark
against complex background

不要在复杂的背景上应用会徽印鉴的反白稿
Never use reverse monochrome wordmark
against complex background

# 会徽的应用示例 01
# Examples of Use 01

# 会徽的应用示例 02
# Examples of Use 02

**Olympic Winter Games Beijing 2022**
Emblem Usage Guidelines

# D

## 会徽字体规范
## The Emblem Typeface Application Specification

# 西文专用字体
# Latin Typeface



应用统一的字体将增强北京2022年冬奥会的呈现力。

西文专用字体是LFT Etica，不同的设计和平面版式还可以选择使用不同粗细的字体。

The unified typeface enhances the presence effect of the Olympic Winter Games Beijing 2022.

The official Latin typeface is LFT Etica. LFT Etica is available in a range of light and bold fonts that may be used as needed.

Olympic Winter Games Beijing 2022

LFT Etica ExtraBold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**0123456789$%&!#?<>()@**

LFT Etica Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**0123456789$%&!#?<>()@**

LFT Etica SemiBold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**0123456789$%&!#?<>()@**

LFT Etica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789$%&!#?<>()@

LFT Etica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789$%&!#?<>()@

# 中文专用字体
# Chinese Typeface



应用统一的字体将增强北京2022年冬奥会的呈现力。

中文专用字体是方正悠黑，不同的设计和平面版式可以选择使用不同粗细的字体。

The unified typeface enhances the presence effect of the Olympic Winter Games Beijing 2022.

The official Chinese typeface is FZYouHeiS. FZYouHeiS is available in a range of light and bold fonts that may be used as needed.

# 北京2022年冬奥会

方正悠黑 513B / FZYouHeiS 513B

**北京2022年冬奥会**
**的中文专用字体是方正悠黑**

方正悠黑 511M / FZYouHeiS 511M

**北京2022年冬奥会**
**的中文专用字体是方正悠黑**

方正悠黑 509R / FZYouHeiS 509R

北京2022年冬奥会
的中文专用字体是方正悠黑

方正悠黑 503L / FZYouHeiS 503L

北京2022年冬奥会
的中文专用字体是方正悠黑

**Olympic Winter Games Beijing 2022**
Emblem Usage Guidelines

# E

## 会徽多媒体应用规范

## The Emblem Multimedia Application Specification

# 会徽在社会化媒体应用原则
# Emblem Social Media Application Principles



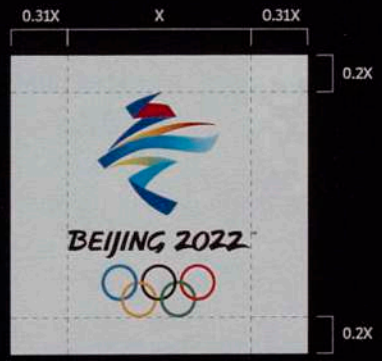
本页列举了会徽在社会化媒体应用原则，示意了会徽在微博等社会化媒体界面的基本风格和色彩应用方式，展示了如何将会徽灵活应用于不同媒体界面的方式。

本页设计仅为视觉效果参考，应用时请根据具体情况和需要传达的信息来进行设计。本页所示的会徽应用规范已小于本手册所界定的最小尺寸，属特例范围，其应用必须经北京2022年冬奥会和冬残奥会组织委员会授权。

This page lists principles for emblem application on social media; it demonstrates the basic styles and colour applications on Weibo and other social media interfaces, thus showing how to apply the emblem flexibly on different social media interfaces.

This page is only for visual reference. Design may be adjusted accordingly and based on information to be communicated. The size of the emblem specified here is less than the minimum size defined in these guidelines, which is special and must be authorized by BOCOG.

社会化媒体头像规范
Social Medial Profile Specification




北京2022年冬奥会
官方媒体

应用示例
Application Example

# 会徽的微信应用原则 01
# Emblem WeChat Application Principles 01



本页展示了会徽与二维码的组合规范，会徽置于二维码的核心区域位置，背景为白色。

本页设计仅为视觉效果参考，应用时请根据具体情况和需要传达的信息来进行设计。本页所示的会徽应用规范已小于本手册所界定的最小尺寸，属特例范围，其应用必须经北京2022年冬奥会和冬残奥会组织委员会授权。

This page shows the specification for the combination of the emblem with the QR code. The emblem is placed in the very center of the QR code, with white background.

This page is only for visual reference. Design may be adjusted accordingly and based on information to be communicated. The size of the emblem specified here are less than the minimum size defined in these guidelines, which are special and must be authorized by BOCOG.

微信二维码规范
WeChat QR Code Specification

二维码为视觉模拟效果，不可直接使用
QR code for visual simulation results, cannot be used directly

应用示例
Application Example

# 会徽的微信应用原则 02
# Emblem WeChat Application Principles 02



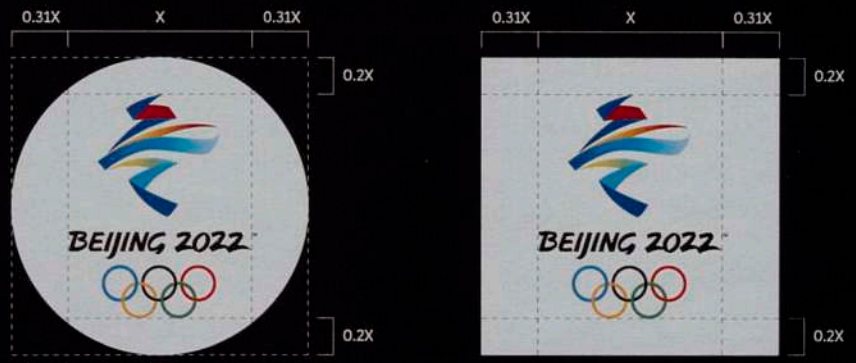
本页列举了会徽在微信移动端应用原则，示意了会徽在微信移动端界面的基本风格和色彩应用方式。

本页设计仅为视觉效果参考，应用时请根据具体情况和需要传达的信息来进行设计。本页所示的会徽应用规范已小于本手册所界定的最小尺寸，属特例范围，其应用必须经北京2022年冬奥会和冬残奥会组织委员会授权。

This page lists the application principles for the emblem on WeChat; it demonstrates the basic styles and colour applications on WeChat and other mobile interfaces.

This page is only for visual reference. Design may be adjusted accordingly and based on information to be communicated. The size of the emblem specified here are less than the minimum size defined in these guidelines, which are special and must be authorized by BOCOG.

比例规范
Proportion Specification




应用示例
Application Example

**Olympic Winter Games Beijing 2022**
Emblem Usage Guidelines

# F

## 会徽的赞助企业应用规范

## The Emblem Partner Application Specification

# 北京2022年冬奥会会徽的赞助企业应用宗旨和定义
# The Olympic Winter Games Beijing 2022 Emblem Partner Application Principles and Definition



本部分阐述了北京2022年冬奥会会徽与一个或多个赞助企业标志组合的规范。为确保奥运品牌形象的独特性，赞助企业须在充分理解本指导手册的基础上加以应用。某些情况下，赞助企业可使用自己的独立设计，但须经北京冬奥组委（BOCOG）的事先批准。在北京2022年冬奥会筹备期间，手册内容会有修正，应用中遇到问题请与北京2022年冬奥会和冬残奥会组织委员会联系。

北京冬奥组委（BOCOG）和国际奥委会（IOC）负责监督北京2022年冬季奥林匹克运动会会徽的设计和使用。会徽发布或做任何活动用途时，均须经过官方审批。

These guidelines provide instructions for combining the Olympic Winter Games Beijing 2022 emblem with one or more logos of official partners. In order to preserve the unique Olympic brand image, these guidelines must be fully understood and applied by partner companies. In some cases, it may be permissible for partner companies to use their own standalone design, but only after seeking prior consent from the Beijing Organising Committee for the 2022 Olympic and Paralympic Winter Games (BOCOG). These guidelines will be updated periodically. Therefore, be sure to use the latest version provided by BOCOG.

BOCOG and IOC are responsible for the quality control of designing and using the Olympic Winter Games Beijing 2022 emblem. Any use of the emblem for approval must be obtained before an activation can start/be published.

# 北京2022年冬奥会会徽的赞助企业应用要求
# The Olympic Winter Games Beijing 2022 Emblem Partner Application Requirements



会徽应依照北京冬奥组委制定的《北京2022年冬奥会会徽规范管理手册》的规定进行应用。赞助企业官方称谓、品牌标志须依照赞助企业与国际奥委会或北京冬奥组委签订的协议规定进行应用。

赞助企业官方称谓的中文字体为方正悠黑 509R，西文字体为LFT Etica Regular，国际奥委会全球合作伙伴可应用其长期应用的字体。在各种会徽组合形式中，会徽与赞助企业标志之间间隔线本身宽度是会徽宽度的0.01。在中国境内应用时，称谓应采用中文或中英文双语，在中国以外区域应用时，称谓应采用英、中英文双语或在必要时应用其他语言。会徽组合应用于白色背景上时，请选择无背景保护的会徽组合；应用于复杂背景或图片上时，请选择带有背景保护的会徽组合。

所有会徽组合应用前，必须得到北京冬奥组委的审查和书面同意。

The emblem shall be used in compliance with requirements detailed in the Olympic Winter Games Beijing 2022 Emblem Usage Guidelines. The logo and designation of the Partners shall be used in compliance with the stipulations in the relevant agreements assigned with the International Olympic Committee or the Beijing Organising Committee for the 2022 Olympic and Paralympic Winter Games.

The Chinese typeface of the official designation for the Partners shall be FZYouHeiS 509R and the Latin typeface shall be LFT Etica Regular. The Partners of the International Olympic Committee can use the original typefaces already, applied in the long-term designation. In the combined logos, the separation line between the emblem and the Partner logo is 0.01 of the emblem width. For use in China, the designation shall be in Chinese or Chinese and English. Outside China, the designation shall be in English, Chinese and English or other languages if necessary. The combined logos without box type shall be used on white background, while that with box type shall be on complex pictures or backgrounds.

All use of the combined logos must be previously reviewed and authorised, in writing, by the Beijing Organising Committee for the 2022 Olympic and Paralympic Winter Games.

# 北京2022年冬奥会会徽的赞助企业应用权利归属
# The Olympic Winter Games Beijing 2022 Emblem Partner Ownership



北京冬奥组委拥有会徽的著作权，并且已经在国内外申请了商标注册。北京冬奥组委对所有与北京2022年冬奥会有关的标志享有专有权。北京冬奥组委是商用徽记的权利人，独家、排他地应用和批准应用商用徽记及其他本手册涉及的北京冬奥组委的标志进行市场开发。

未经授权以商业目的或潜在商业目的地应用奥林匹克知识产权是违反法律和行政法规、规章的侵权行为。北京冬奥组委将尽最大努力，在市场开发中防范和打击侵犯奥林匹克知识产权的行为。

The Beijing Organising Committee for the 2022 Olympic and Paralympic Winter Games owns the copyright of the Olympic Winter Games Beijing 2022 emblem, and has registered the emblem as a trademark at home and abroad. The Beijing Organising Committee for the 2022 Olympic and Paralympic Winter Games holds the exclusive rights upon all emblems, logos and other marks.

Any unauthorized use of the Olympic intellectual property rights for commercial or potentially commercial purposes is in violation of the laws and state regulations in China. The Beijing Organising Committee for the 2022 Olympic and Paralympic Winter Games will take all efforts to prevent and combat any infringement upon the Olympic intellectual property rights.

# 会徽组合的概述
# Combined Logos



本页列举了会徽与赞助企业标志组合的四种形式。
形式一：会徽组合应用（横式）作为首选形式，从左到右依次为赞助企业标志，间隔线、会徽，下方为赞助企业官方称谓。赞助企业标志与会徽视觉大小保持一致。
形式二：会徽组合应用（竖式）为辅助方式，从上到下依次为赞助企业标志，间隔线、会徽，赞助企业官方称谓。赞助企业标志与会徽视觉大小保持一致。
形式三：会徽单体共存应用包括会徽和赞助企业官方称谓，不包含赞助企业标志。但会徽单体共存应用与赞助企业标志必须出现在同一画面中，且赞助企业标志应与会徽单体共存应用视觉大小保持一致或大于会徽单体共存应用。没有赞助企业标志时，会徽单体共存应用不可以被使用。
形式四：会徽限定应用包括会徽、赞助企业官方称谓和边框线，不包含赞助企业标志。会徽限定应用不会与赞助企业标志出现在同一画面内。

基于对奥林匹克精神的尊重，会徽组合在应用和传播中，不得在地面载体上应用。如遇特殊情况，其应用必须经北京2022年冬奥会和冬残奥会组织委员会授权。

会徽与赞助企业标志组合在手册中简称为"会徽组合"。

This page specifies four combinations of the emblem with the Partner logo.
1. Horizontal composite logo is the preferred form. Partner logo is shown on the left. On the right, it is the emblem. There is a separation line between the two. Official designation is aligned below. Partner logo shall be the same size as the emblem.
2. Vertical composite logo is the auxiliary form. The composite elements are the same as those of the horizontal ones, from top to bottom. Partner logo shall be the same size as the emblem.
3. Stand-alone logo. It consists of the emblem and the designation. Partner logo shall be the same size as or larger than stand-alone logo in case they appear on the same page or screen. No use of a stand-alone logo without a Partner logo on the same visual panel.
4. Contained logo. It consists of the emblem, the designation and the border line. Contained logo will never appear together with Partner logo in the same screen.

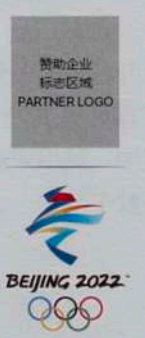
To respect the Olympic spirit, the combination cannot be used on ground carriers in application and communication. In special case, its use must be authorized by the Beijing Organising Committee for the 2022 Olympic and Paralympic Winter Games.

The combination of the emblem and the Partner logo is abbreviated as 'combined logos'.

一、会徽组合应用（横式）
Horizontal Composite Logo

赞助企业官方称谓
Designation

二、会徽组合应用（竖式）
Vertical Composite Logo




赞助企业官方称谓
Designation

三、会徽单体共存应用
Stand-alone Logo

赞助企业官方称谓
Designation

四、会徽限定应用
Contained Logo

赞助企业官方称谓
Designation

# 会徽组合应用（横式）的规范
# Horizontal Composite Logo Specification



本页列举了会徽组合应用（横式）的比例规范，并示意了文字排版的方式。赞助企业可根据自身标志特点，在此比例范围内确定自身的比例。会徽组合应用（横式）从左到右依次为赞助企业标志，间隔线、会徽，下方为赞助企业官方称谓。赞助企业标志与会徽视觉大小保持一致。

会徽组合应用元素之间的比例经过严格界定，不可以改变其比例和形式。赞助企业标志请在限定的区域内进行比例的调整，确保比例的平衡性。赞助企业官方称谓请根据内容在限定的文字区域内调整，确保信息的识别和居中排列。

会徽宽度为 X，组合元素比例均依据 X 为标注依据。

This page specifies the scale applicable to the horizontal composite logo and showcases the layout of the designation. Partner logo may be scaled within the specified dimensions herein based on its own features. Partner logo, separation line and the emblem are arranged from left to right for the horizontal composite logo, and designation is aligned below. Partner logo shall be the same size as the emblem.

The scale herein specified is defined strictly and cannot be changed. Partner logo can be adjusted in the specific area to make it balanced. Designation is adjusted in specific area to make it clear and centered.

X means the emblem width. The scale of composite element should use X as standard.

称谓名称色彩为 C0 M0 Y0 K100
称谓名称中文字体为“方正悠黑 509R”，英文字体为“LFT Etica Regular”，
间距不可超过示例的最大距离。

The colour of the designation is C0 M0 Y0 K100.
The font of Chinese designation is FZYouHeiS 509R and
the font of English designation is LFT Etica Regular,
with the spacing not larger than the maximum distance herein specified.

# 会徽组合应用（横式）的不可侵入区域
# Horizontal Composite Logo Clear Space



本页列举了会徽组合应用（横式）的不可侵入区域，请避免在不可侵入区域内出现任何干扰会徽组合应用识别的元素。

会徽组合应用各元素之间的比例经过严格界定，不可以改变其比例和形式。赞助企业标志请在限定的区域内进行比例的调整，确保比例的平衡性。赞助企业官方称谓请根据内容在限定的文字区域内调整，确保信息的识别和居中排列。为确保最大程度保护会徽组合应用的完整性，当会徽组合应用的尺寸改变时，不可侵入区域随之改变。

会徽宽度为X，组合元素比例均依据X为标注依据。

This page specifies the clear space applicable to the horizontal composite logo. The clear space is designed to prevent interference from other elements.

The scale applicable to the composite logo is defined strictly and cannot be changed. Partner logo can be adjusted in the specific area to make it balanced. Designation is adjusted in specific area to make it clear and centered. The clear space should be proportionally changed due to the change of the composite logo to ensure its integrity to the maximum.

X means the emblem width. The scale of composite element should use X as standard.

# 会徽组合应用（横式）的背景保护规范
# Horizontal Composite Logo Box Type



本页列举了会徽组合应用（横式）的背景保护比例规范、不可侵入区域，并示意了文字排版的方式。背景保护是会徽组合应用出现在复杂的图片背景时，为确保会徽组合应用的正确识别所建立的一种方式。

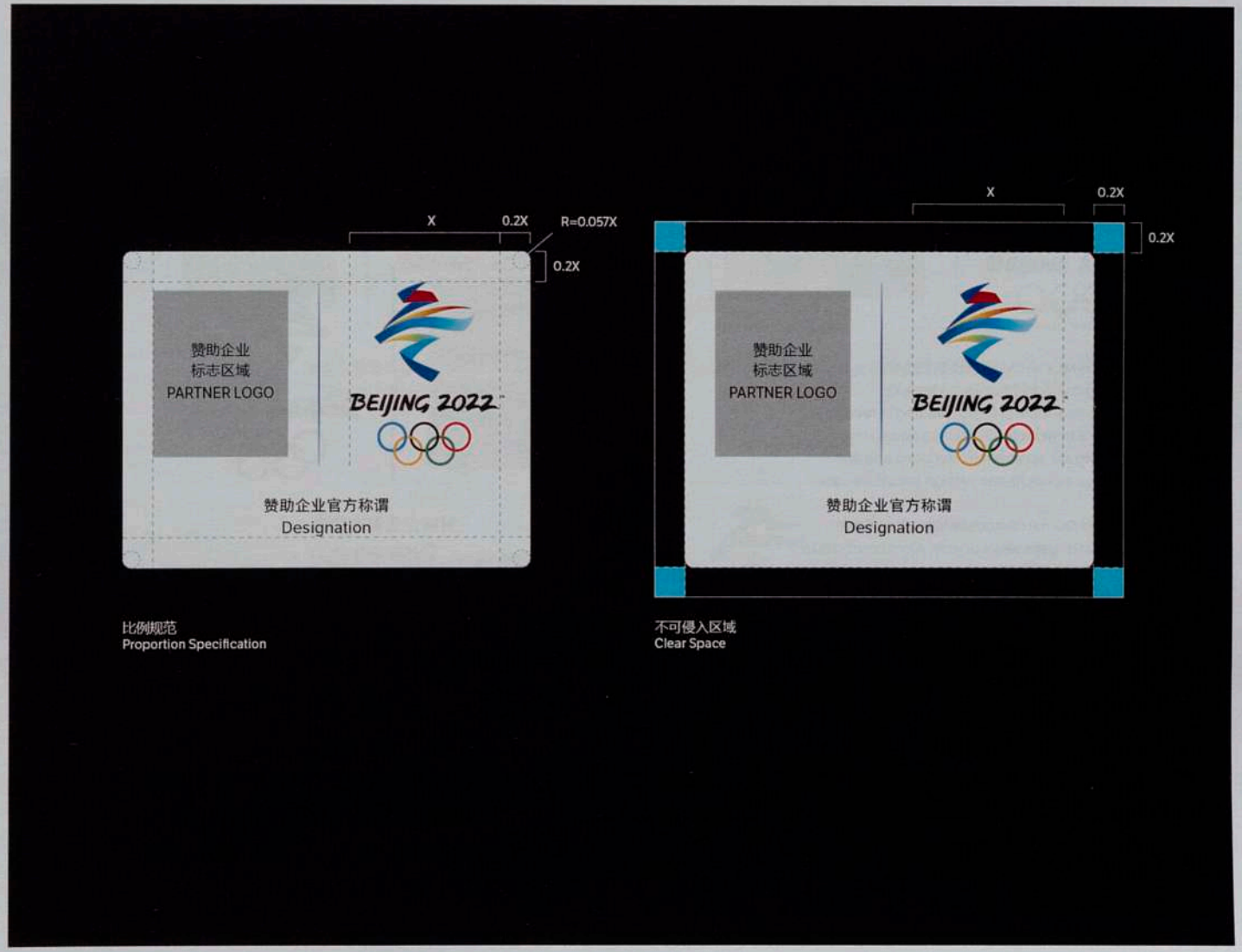
会徽组合应用各元素之间的比例经过严格界定，不可以改变其比例和形式。赞助企业标志请在限定的区域内进行比例的调整，确保比例的平衡性。赞助企业官方称谓请根据内容在限定的文字区域内调整，确保信息的识别和居中排列。为确保最大程度保护会徽组合应用背景保护的完整性，当会徽组合应用背景保护的尺寸改变时，不可侵入区域随之改变。

会徽宽度为X，组合元素比例均依据X为标注依据。

This page specifies the scale and clear space applicable to the horizontal composite logo box type and showcases the layout of the designation. Box type is necessary to the composite logo, in case of complex backgrounds or pictures, to realize correct recognition.

The scale applicable to the composite logo is defined strictly and cannot be changed. Partner logo can be adjusted in the specific area to make it balanced. Designation is adjusted in specific area to make it clear and centered. The clear space should be proportionally changed due to the change of the composite logo box type to ensure its integrity to the maximum.

X means the emblem width. The scale of composite element should use X as standard.



# 会徽组合应用（横式）的墨稿及反白稿
# Horizontal Composite Logo Black and Reverse Monochrome Version



色彩呈现是非常重要的。在一般情况下，请尽量在白色背景上应用彩色的会徽组合应用。本页列举了会徽组合应用（横式）的墨稿及反白稿。在黑白印刷或特殊印刷（如浮雕、蚀刻等）的情况下，应使用墨稿及反白稿。

会徽组合应用不会以金色、银色或灰色呈现，如有特殊情况，其应用必须经北京2022年冬奥会和冬残奥会组织委员会授权。

In general, use the full-colour version on white background. In situations where black-and-white printing, printing in reverse or special print methods such as embossing or etching are appropriate, the black and the reverse monochrome version should be uesd.

The horizontal composite logo should not appear in gold, silver or gray. Any exceptions to these guidelines must be pre-approved by BOCOG.

墨稿
The Black Version

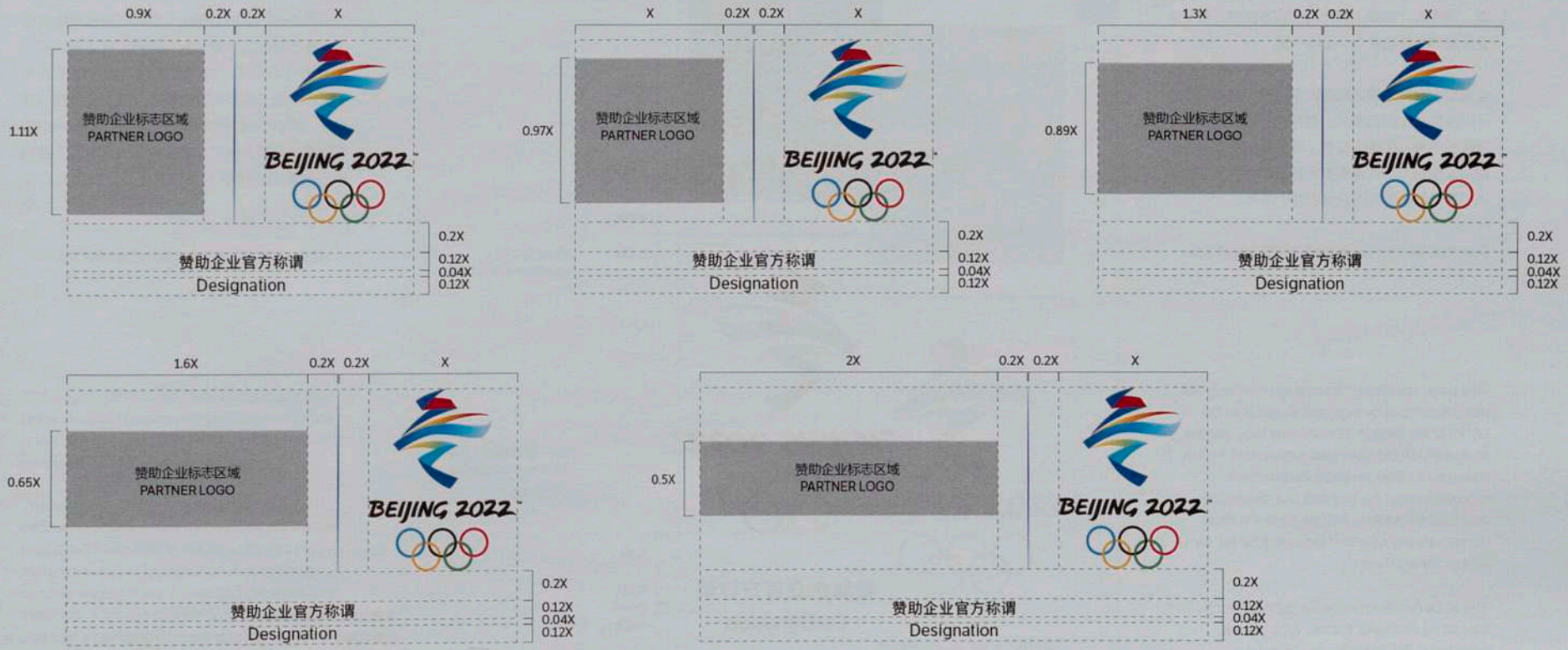
Pantone 426
C0 M0 Y0 K100　R0 G0 B0

反白稿
The Reverse Monochrome Version

Pantone White
C0 M0 Y0 K0　R255 G255 B255

# 会徽组合应用（横式）的形式集合
# Horizontal Composite Logo Selection






赞助企业请根据自身标志特点，选择适合的比例规范。
The Partners, based on their specific features, determine their own use of the logo within the specified dimensions.

# 会徽组合应用（竖式）的规范
# Vertical Composite Logo Specification



本页列举了会徽组合应用（竖式）的比例规范，并示意了文字排版的方式。赞助企业可根据自身标志特点，在此比例范围内确定自身的比例。会徽组合应用（竖式）从上到下依次为赞助企业标志，间隔线、会徽，赞助企业官方称谓。赞助企业标志与会徽视觉大小保持一致。

会徽组合应用元素之间的比例经过严格界定，不可以改变其比例和形式。赞助企业标志请在限定的区域内进行比例的调整，确保比例的平衡性。赞助企业官方称谓请根据内容在限定的文字区域内调整，确保信息的识别和居中排列。

会徽宽度为X，组合元素比例均依据X为标注依据。

This page specifies the scale applicable to the vertical composite logo and showcases the layout of the designation. Partner logo may be scaled within the specified dimensions herein based on its own features. Partner logo, separation line, the emblem and designation are arranged from top to bottom for the vertical composite logo. Partner logo shall be the same size as the emblem.

The scale herein specified is defined strictly and cannot be changed. Partner logo can be adjusted in the specific area to make it balanced. Designation is adjusted in specific area to make it clear and centered.

X means the emblem width. The scale of composite element should use X as standard.

称谓名称色彩为 C0 M0 Y0 K100
称谓名称中文字体为“方正悠黑 509R”，英文字体为“LFT Etica Regular”，间距不可超过示例的最大距离。

The colour of the designation is C0 M0 Y0 K100.
The font of Chinese designation is FZYouHeiS 509R and the font of English designation is LFT Etica Regular, with the spacing not larger than the maximum distance herein specified.

# 会徽组合应用（竖式）的不可侵入区域
# Vertical Composite Logo Clear Space



本页列举了会徽组合应用（竖式）的不可侵入区域，请避免在不可侵入区域内出现任何干扰会徽组合应用识别的元素。

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会徽宽度为X，组合元素比例均依据X为标注依据。

This page specifies the clear space applicable to the vertical composite logo. The clear space is designed to prevent interference from other elements.

The scale applicable to the composite logo is defined strictly and cannot be changed. Partner logo can be adjusted in the specific area to make it balanced. Designation is adjusted in specific area to make it clear and centered. The clear space should be proportionally changed due to the change of the composite logo to ensure its integrity to the maximum.

X means the emblem width. The scale of composite element should use X as standard.

# 会徽组合应用（竖式）的背景保护规范
# Vertical Composite Logo Box Type



本页列举了会徽组合应用（竖式）的背景保护比例规范、不可侵入区域，并示意了文字排版的方式。背景保护是会徽组合应用出现在复杂的图片背景时，为确保会徽组合应用的正确识别所建立的一种方式。

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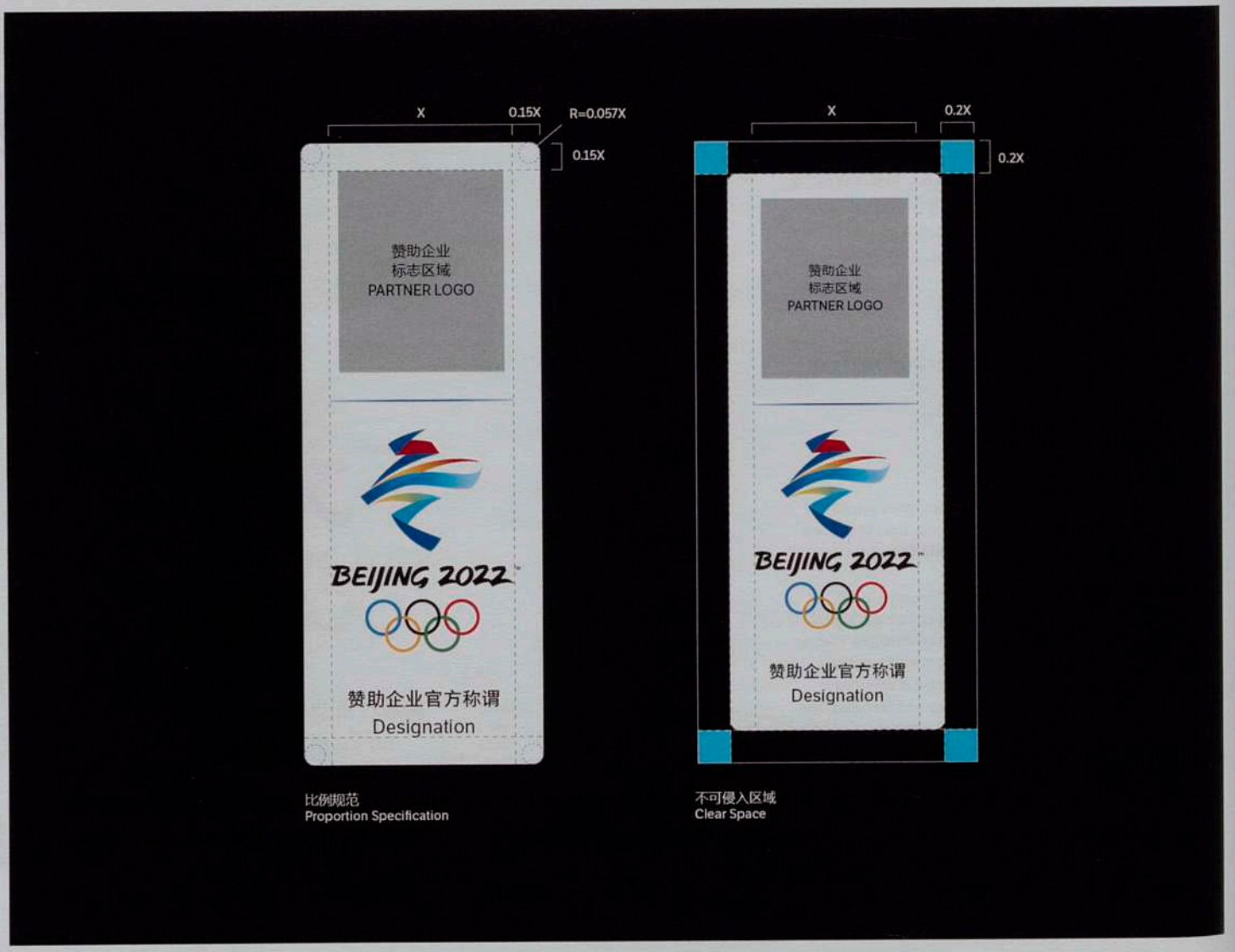
会徽宽度为X，组合元素比例均依据X为标注依据。

This page specifies the scale and clear space applicable to the vertical composite logo box type and showcases the layout of the designation. Box type is necessary to the composite logo, in case of complex backgrounds or pictures, to realize correct recognition.

The scale applicable to the composite logo is defined strictly and cannot be changed. Partner logo can be adjusted in the specific area to make it balanced. Designation is adjusted in specific area to make it clear and centered. The clear space should be proportionally changed due to the change of the composite logo box type to ensure its integrity to the maximum.

X means the emblem width. The scale of composite element should use X as standard.



# 会徽组合应用（竖式）的墨稿及反白稿
# Vertical Composite Logo
# Black and Reverse Monochrome Version



色彩呈现是非常重要的。在一般情况下，请尽量在白色背景上应用彩色的会徽组合应用。本页列举了会徽组合应用（竖式）的墨稿及反白稿。在黑白印刷或特殊印刷（如浮雕、蚀刻等）的情况下，应使用墨稿及反白稿。

会徽组合应用不会以金色、银色或灰色呈现，如有特殊情况，其应用必须经北京2022年冬奥会和冬残奥会组织委员会授权。

In general, use the full-colour version on white background. In situations where black-and-white printing, printing in reverse or special print methods such as embossing or etching are appropriate, the black and the reverse monochrome version should be uesd.

The vertical composite logo should not appear in gold, silver or gray. Any exceptions to these guidelines must be pre-approved by BOCOG.

墨稿
The Black Version

Pantone 426
C0 M0 Y0 K100　R0 G0 B0

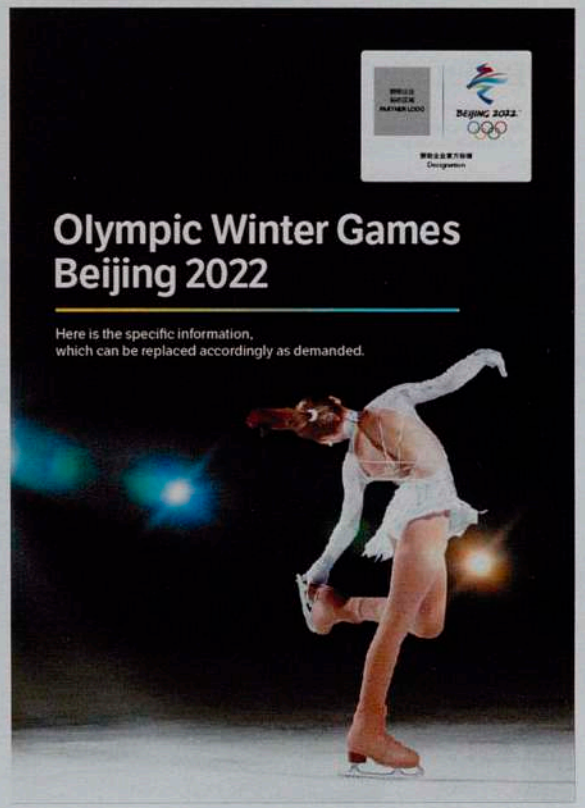
反白稿
The Reverse Monochrome Version

Pantone White
C0 M0 Y0 K0　R255 G255 B255

# 会徽组合应用（竖式）的形式集合
# Vertical Composite Logo Selection

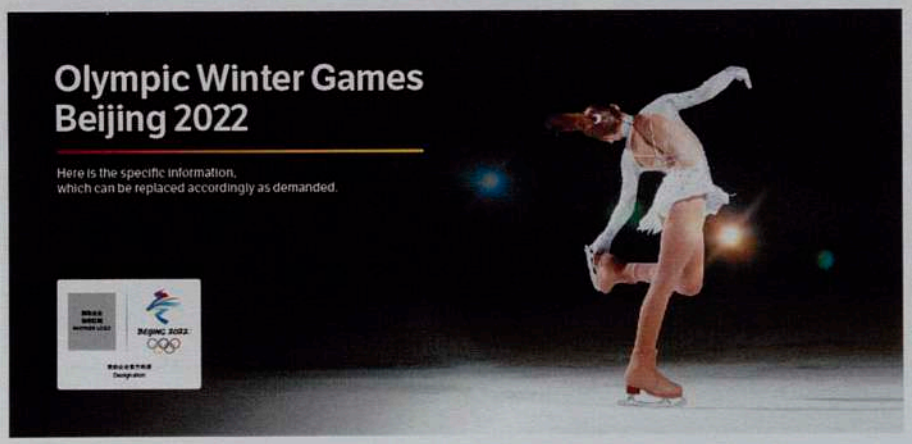
赞助企业请根据自身标志特点，选择适合的比例规范。
The Partners, based on their specific features, determine their own use within the specified dimensions.

# 会徽组合应用的应用示例 01
# Examples of Use 01




会徽组合应用可出现在画面的左上、左下、右上、右下位置，具体请根据实际情况选择。
The composite logo can also be at the top left, bottom left, top right, and bottom right of the image. Specific position depends on actual situation.

# 会徽组合应用的应用示例 02
# Examples of Use 02



会徽组合应用可出现在画面的左上、左下、右上、右下位置，具体请根据实际情况选择。
The composite logo can also be at the top left, bottom left, top right, and bottom right of the image. Specific position depends on actual situation.

# 会徽组合应用（联合品牌横式）的规范
# Horizontal Composite Logo with Two Partners Specification



本页列举了会徽组合应用（联合品牌横式）的比例规范，并示意了文字排版的方式。赞助企业可根据自身标志特点，在此比例范围内确定自身的比例。会徽组合应用（联合品牌横式）从左到右依次为两个赞助企业标志，间隔线、会徽，下方为赞助企业官方称谓。赞助企业标志与会徽视觉大小保持一致，两个赞助企业可以根据实际情况调换先后位置。

会徽组合应用元素之间的比例经过严格界定，不可以改变其比例和形式。赞助企业标志请在限定的区域内进行比例的调整，确保比例的平衡性。赞助企业官方称谓请根据内容在限定的文字区域内调整，确保信息的识别和居中排列。

会徽宽度为X，组合元素比例均依据X为标注依据。

This page specifies the scale applicable to the horizontal composite logo with two partners and showcases the layout of the designation. Partner logo may be scaled within the specified dimensions herein based on its own features. Two Partner logos, separation line and the emblem are arranged from left to right for the horizontal composite logo with two partners; designation is aligned below. Partner logo shall be the same size as the emblem. Position of two Partner logos may be adjusted as actually demanded.

The scale herein specified is defined strictly and cannot be changed. Partner logo can be adjusted in the specific area to make it balanced. Designation is adjusted in specific area to make it clear and centered.

X means the emblem width. The scale of composite element should use X as standard.

称谓名称色彩为 C0 M0 Y0 K100
称谓名称中文字体为“方正悠黑 509R”，英文字体为“LFT Etica Regular”，
间距不可超过示例的最大距离。

The colour of the designation is C0 M0 Y0 K100.
The font of Chinese designation is FZYouHeiS 509R and
the font of English designation is LFT Etica Regular,
with the spacing not larger than the maximum distance herein specified.

# 会徽组合应用（联合品牌横式）的不可侵入区域
# Horizontal Composite Logo with Two Partners Clear Space



本页列举了会徽组合应用（联合品牌横式）的不可侵入区域，请避免在不可侵入区域内出现任何干扰会徽组合应用识别的元素。

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会徽宽度为X，组合元素比例均依据X为标注依据。

This page specifies the clear space applicable to the horizontal composite logo with two partners. The clear space is designed to prevent interference from other elements.

The scale applicable to composite logo is defined strictly and cannot be changed. Partner logo can be adjusted in the specific area to make it balanced. Designation is adjusted in specific area to make it clear and centered. The clear space should be proportionally changed due to the change of the composite logo to ensure its integrity to the maximum.

X means the emblem width. The scale of composite element should use X as standard.

# 会徽组合应用（联合品牌横式）的背景保护规范
# Horizontal Composite Logo with Two Partners Box Type



本页列举了会徽组合应用（联合品牌横式）的背景保护比例规范、不可侵入区域，并示意了文字排版的方式。背景保护是会徽组合应用出现在复杂的图片背景时，为确保会徽组合应用的正确识别所建立的一种方式。

会徽组合应用各元素之间的比例经过严格界定，不可以改变其比例和形式。赞助企业标志请在限定的区域内进行比例的调整，确保比例的平衡性。赞助企业官方称谓请根据内容在限定的文字区域内调整，确保信息的识别和居中排列。为确保最大程度保护会徽组合应用背景保护的完整性，当会徽组合应用背景保护的尺寸改变时，不可侵入区域随之改变。

会徽宽度为X，组合元素比例均依据X为标注依据。

This page specifies the scale and the clear space applicable to the horizontal composite logo with two partners (box type) and showcases the layout of the designation. Box type is necessary to the composite logo, in case of complex backgrounds or pictures, to realize correct recognition.

The scale applicable to the composite logo is defined strictly and cannot be changed. Partner logo can be adjusted in the specific area to make it balanced. Designation is adjusted in specific area to make it clear and centered. The clear space should be proportionally changed due to the change of the composite logo box type to ensure its integrity to the maximum.

X means the emblem width. The scale of composite element should use X as standard.

比例规范
Proportion Specification

不可侵入区域
Clear Space

# 会徽组合应用（联合品牌横式）的墨稿及反白稿
# Horizontal Composite Logo with Two Partners Black and Reverse Monochrome Version



色彩呈现是非常重要的。在一般情况下，请尽量在白色背景上应用彩色的会徽组合应用。本页列举了会徽组合应用（联合品牌横式）的墨稿及反白稿。在黑白印刷或特殊印刷（如浮雕、蚀刻等）的情况下，应使用墨稿及反白稿。

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In general, use the full-colour version on white background. In situations where black-and-white printing, printing in reverse or special print methods such as embossing or etching are appropriate, the black and the reverse monochrome version should be uesd.

The horizontal composite logo should not appear in gold, silver or gray. Any exceptions to these guidelines must be pre-approved by BOCOG.

墨稿
The Black Version

Pantone 426
C0 M0 Y0 K100　R0 G0 B0

反白稿
The Reverse Monochrome Version

Pantone White
C0 M0 Y0 K0　R255 G255 B255

# 会徽组合应用（联合品牌竖式）的形式集合
# Vertical Composite Logo with Two Partners Selection

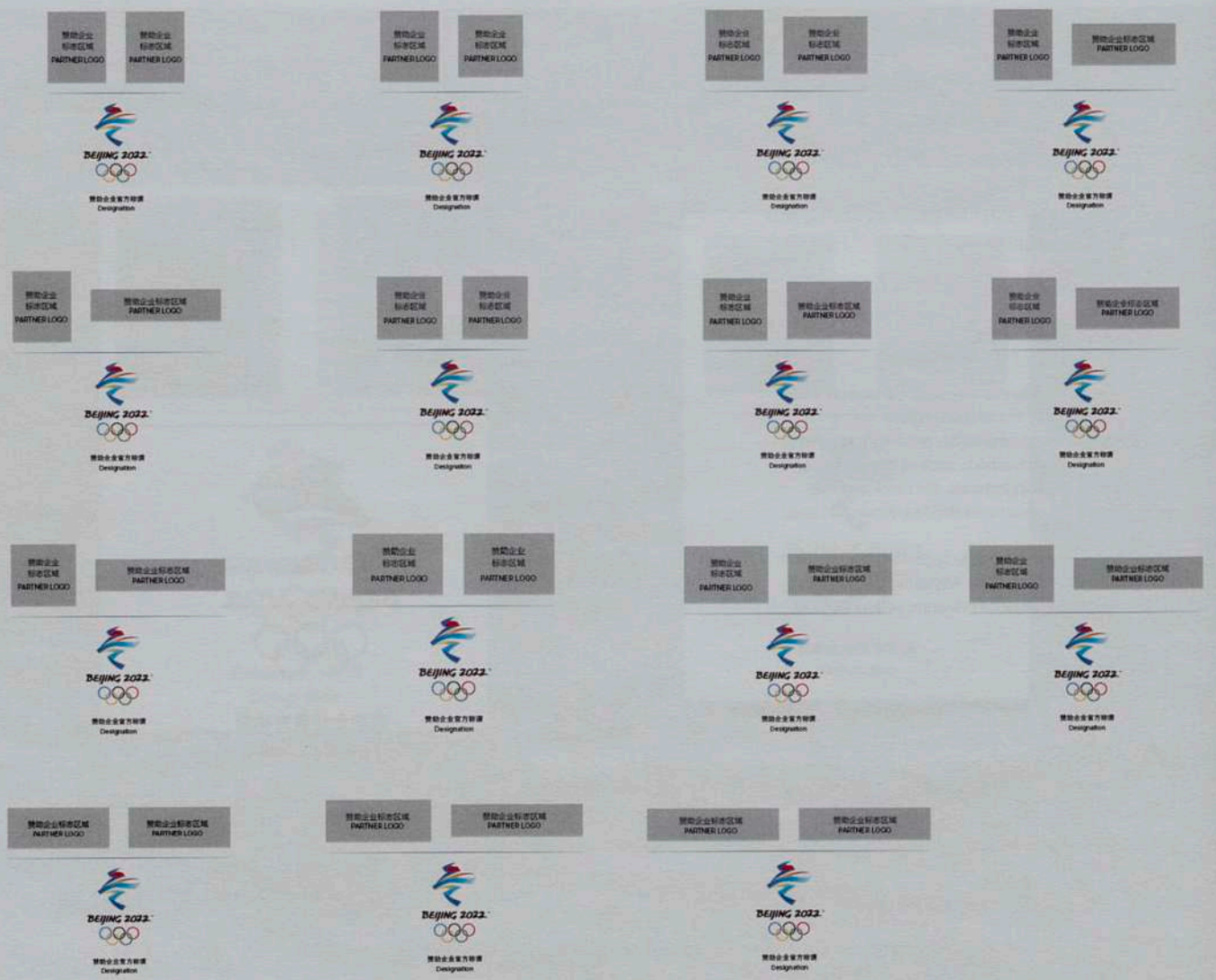


本页展示了会徽组合应用（联合品牌竖式）的形式集合，联合品牌可以根据实际情况调换先后位置。详细规范请参阅“F-会徽的赞助企业应用规范”各部分。

如使用本手册规定外的组合方式，其应用必须经北京2022年冬奥会和冬残奥会组织委员会授权。

This page shows the selection of vertical composite logos with two partners. If necessary, position of the two Partner logos can be re-sequenced. See details in sections of 'F - The Emblem Partner Application Specification'.

Other combinations not specified here must be authorized by BOCOG.



# 会徽组合应用（联合品牌横式）的形式集合
# Horizontal Composite Logo with Two Partners Selection



本页展示了会徽组合应用（联合品牌横式）的形式集合，联合品牌可以根据实际情况调换先后位置。详细规范请参阅“F-会徽的赞助企业应用规范”各部分。

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This page shows the selection of horizontal composite logos with two partners. If necessary, position of the two Partner logos can be re-sequenced. See details in sections of 'F - The Emblem Partner Application Specification'.

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# 会徽组合应用（联合品牌竖式）的规范
# Vertical Composite Logo with Two Partners Specification



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会徽组合应用元素之间的比例经过严格界定，不可以改变其比例和形式。赞助企业标志请在限定的区域内进行比例的调整，确保比例的平衡性。赞助企业官方称谓请根据内容在限定的文字区域内调整，确保信息的识别和居中排列。

会徽宽度为X，组合元素比例均依据X为标注依据。

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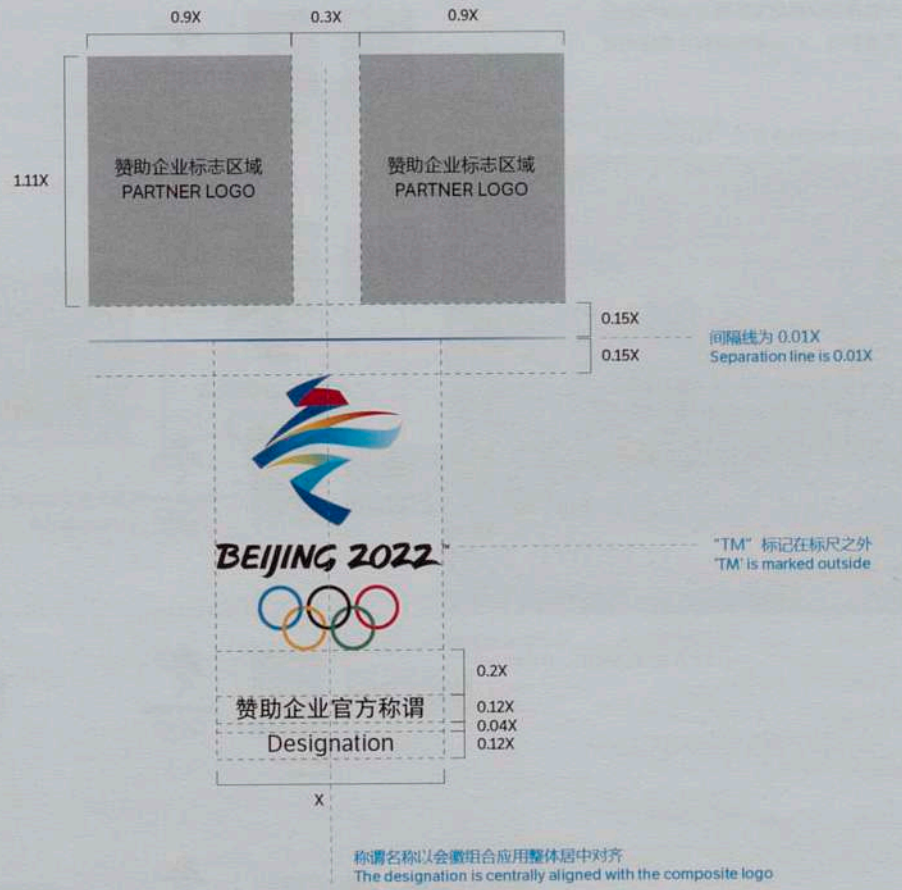



称谓名称色彩为 C0 M0 Y0 K100
称谓名称中文字体为“方正悠黑 509R”，英文字体为“LFT Etica Regular”，间距不可超过示例的最大距离。

The colour of the designation is C0 M0 Y0 K100.
The font of Chinese designation is FZYouHeiS 509R and the font of English designation is LFT Etica Regular, with the spacing not larger than the maximum distance herein specified.

# 会徽组合应用（联合品牌竖式）的不可侵入区域
# Vertical Composite Logo with Two Partners Clear Space



本页列举了会徽组合应用（联合品牌竖式）的不可侵入区域，请避免在不可侵入区域内出现任何干扰会徽组合应用识别的元素。

会徽组合应用各元素之间的比例经过严格界定，不可以改变其比例和形式。赞助企业标志请在限定的区域内进行比例的调整，确保比例的平衡性。赞助企业官方称谓请根据内容在限定的文字区域内调整，确保信息的识别和居中排列。为确保最大程度保护会徽组合应用的完整性，当会徽组合应用的尺寸改变时，不可侵入区域随之改变。

会徽宽度为X，组合元素比例均依据X为标注依据。

This page specifies the clear space applicable to the vertical composite logo with two partners. The clear space is designed to prevent interference from other elements.

The scale applicable to composite logo is defined strictly and cannot be changed. Partner logo can be adjusted in the specific area to make it balanced. Designation is adjusted in specific area to make it clear and centered. The clear space should be proportionally changed due to the change of the composite logo to ensure its integrity to the maximum.

X means the emblem width. The scale of composite element should use X as standard.

# 会徽组合应用（联合品牌竖式）的背景保护规范
# Vertical Composite Logo with Two Partners Box Type



本页列举了会徽组合应用（联合品牌竖式）的背景保护比例规范、不可侵入区域，并示意了文字排版的方式。背景保护是会徽组合应用出现在复杂的图片背景时，为确保会徽组合应用的正确识别所建立的一种方式。

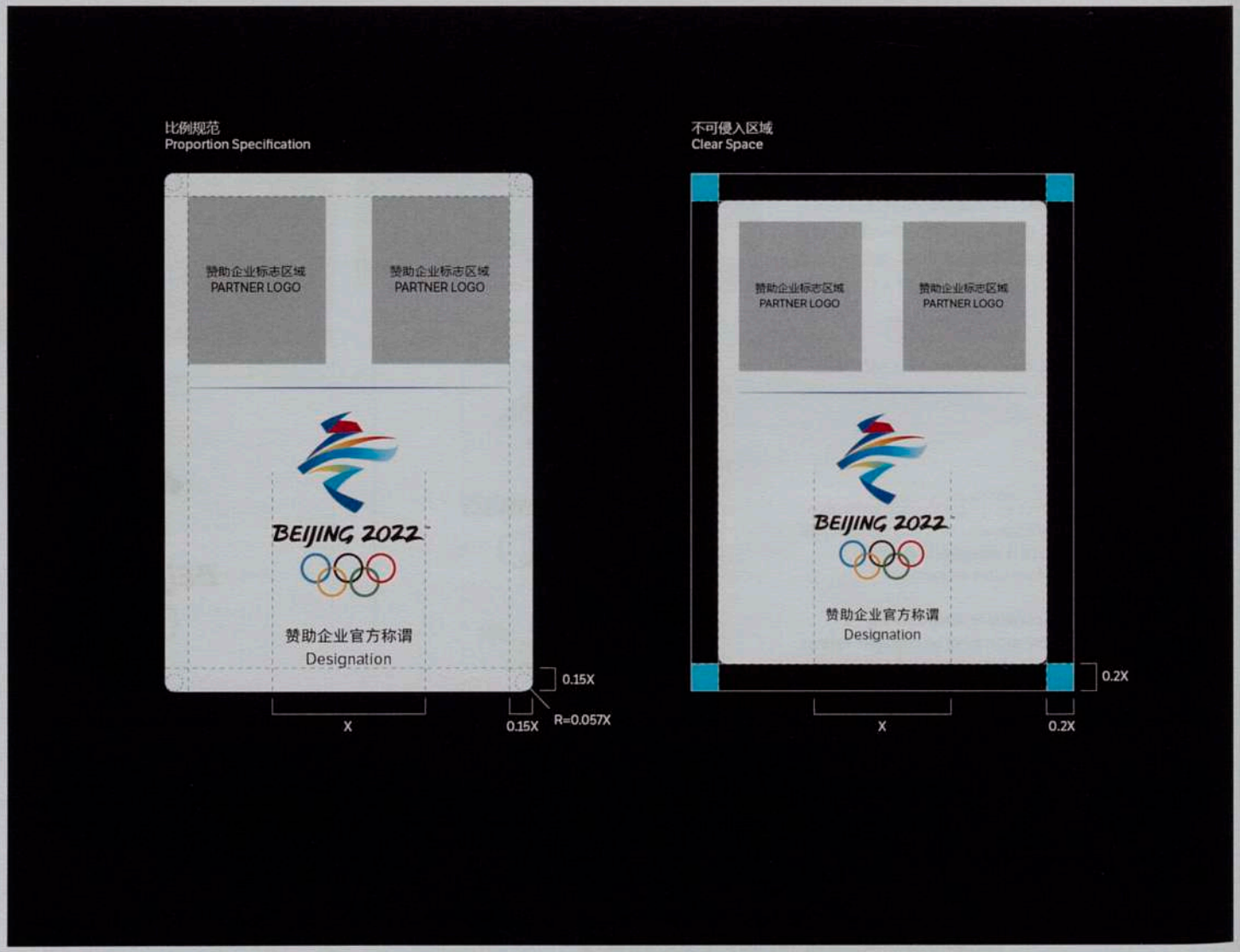
会徽组合应用各元素之间的比例经过严格界定，不可以改变其比例和形式。赞助企业标志请在限定的区域内进行比例的调整，确保比例的平衡性。赞助企业官方称谓请根据内容在限定的文字区域内调整，确保信息的识别和居中排列。为确保最大程度保护会徽组合应用背景保护的完整性，当会徽组合应用背景保护的尺寸改变时，不可侵入区域随之改变。

会徽宽度为X，组合元素比例均依据X为标注依据。

This page specifies the scale and the clear space applicable to the vertical composite logo with two partners (box type) and showcases the layout of the designation. Box type is necessary to the composite logo, in case of complex backgrounds or pictures, to realize correct recognition.

The scale applicable to the composite logo is defined strictly and cannot be changed. Partner logo can be adjusted in the specific area to make it balanced. Designation is adjusted in specific area to make it clear and centered. The clear space should be proportionally changed due to the change of the composite logo box type to ensure its integrity to the maximum.

X means the emblem width. The scale of composite element should use X as standard.



# 会徽组合应用（联合品牌竖式）的墨稿及反白稿
# Vertical Composite Logo with Two Partners Black and Reverse Monochrome Version



色彩呈现是非常重要的。在一般情况下，请尽量在白色背景上应用彩色的会徽组合应用。本页列举了会徽组合应用（联合品牌竖式）的墨稿及反白稿。在黑白印刷或特殊印刷（如浮雕、蚀刻等）的情况下，应使用墨稿及反白稿。

会徽组合应用不会以金色、银色或灰色呈现，如有特殊情况，其应用必须经北京2022年冬奥会和冬残奥会组织委员会授权。

In general, use the full-colour version on white background. In situations where black-and-white printing, printing in reverse or special print methods such as embossing or etching are appropriate, the black and the reverse monochrome version should be uesd.

The vertical composite logo should not appear in gold, silver or gray. Any exceptions to these guidelines must be pre-approved by BOCOG.

墨稿
The Black Version

Pantone 426
C0 M0 Y0 K100　R0 G0 B0

反白稿
The Reverse Monochrome Version

Pantone White
C0 M0 Y0 K0　R255 G255 B255

# 会徽单体共存应用的规范
# Stand-alone Logo Specification



本页列举了会徽单体共存应用的比例规范、不可侵入区域，并示意了文字排版的方式。会徽单体共存应用包括会徽和赞助企业官方称谓，不包含赞助企业标志。但会徽单体共存应用与赞助企业标志出现在同一页面或屏幕时，赞助企业标志与会徽单体共存应用视觉大小保持一致或大于会徽单体共存应用。没有赞助企业标志时，会徽单体共存应用不可以被使用。

会徽单体共存应用各元素之间的比例经过严格界定，不可以改变其比例和形式。赞助企业官方称谓请根据内容在限定的文字区域内调整，确保信息的识别和居中排列。为确保最大程度保护会徽单体共存应用的完整性，当会徽单体共存应用的尺寸改变时，不可侵入区域随之改变。

会徽宽度为X，组合元素比例均依据X为标注依据。

This page specifies scale and clear space applicable to the stand-alone logo, and showcases the layout of the designation. Stand-alone logo comprises of the emblem and Partner designation. Partner logo shall be the same size as, or larger than, stand-alone logo in case they appear on the same page or screen. No use of a stand-alone logo without a Partner logo on the same visual panel.

The scale herein specified is defined strictly and cannot be changed. Designation should be adjusted in specific area to make it clear and centered. The clear space should be propotionally changed due to the change of the stand-alone logo to ensure its integrity to the maximum.

X means the emblem width. The scale of composite element should use X as standard.

"TM" 标记在标尺之外
'TM' is marked outside

比例规范
Proportion Specification

不可侵入区域
Clear Space

称谓名称以会徽单体共存应用整体居中对齐
The designation is centrally aligned with the stand-alone logo

称谓名称色彩为 C0 M0 Y0 K100
称谓名称中文字体为“方正悠黑 509R”，英文字体为“LFT Etica Regular”，
间距不可超过示例的最大距离。

The colour of the designation is C0 M0 Y0 K100.
The font of Chinese designation is FZYouHeiS 509R and
the font of English designation is LFT Etica Regular,
with the spacing not larger than the maximum distance herein specified.

# 会徽单体共存应用的背景保护规范
# Stand-alone Logo Box Type



本页列举了会徽单体共存应用的背景保护比例规范、不可侵入区域，并示意了文字排版的方式。背景保护是会徽单体共存应用出现在复杂的图片背景时，为确保会徽单体共存应用的正确识别所建立的一种方式。

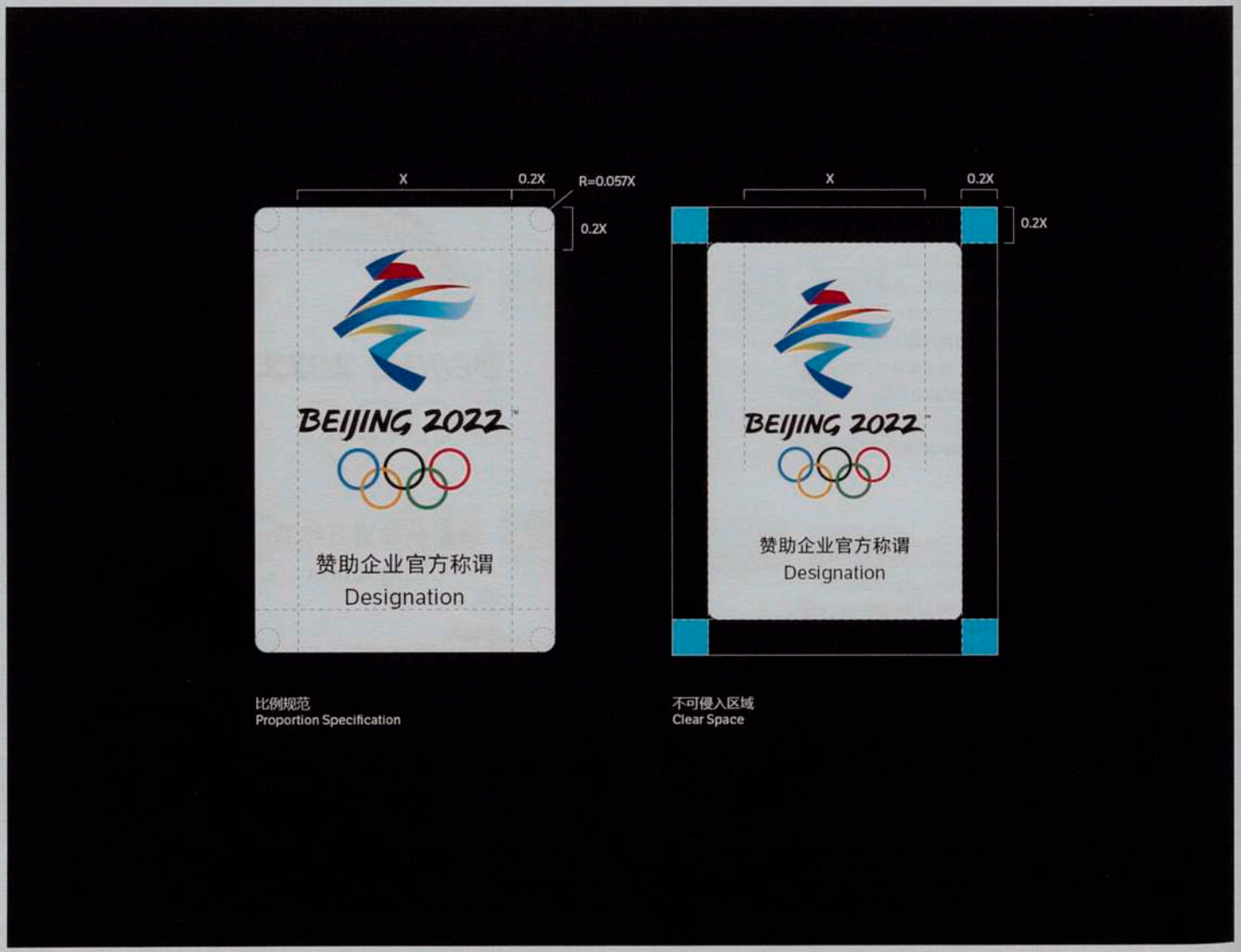
会徽单体共存应用各元素之间的比例经过严格界定，不可以改变其比例和形式。赞助企业官方称谓请根据内容在限定的文字区域内调整，确保信息的识别和居中排列。为确保最大程度保护会徽单体共存应用背景保护的完整性，当会徽单体共存应用背景保护的尺寸改变时，不可侵入区域随之改变。

会徽宽度为X，组合元素比例均依据X为标注依据。

This page specifies the scale and the clear space applicable to the stand-alone logo box type and showcases the layout of the designation. Box type is necessary to the stand-alone logo, in case of complex backgrounds or pictures, to realize correct recognition.

The scale applicable to the stand-alone logo is defined strictly and cannot be changed. Designation should be adjusted in specific area to make it clear and centered. The clear space should be proportionally changed due to the change of the stand-alone logo box type to ensure its integrity to the maximum.

X means the emblem width. The scale of composite element should use X as standard.



# 会徽单体共存应用的墨稿及反白稿
# Stand-alone Logo
# Black and Reverse Monochrome Version



色彩呈现是非常重要的。在一般情况下，请尽量在白色背景上应用彩色的会徽单体共存应用。本页列举了会徽单体共存应用的墨稿及反白稿。在黑白印刷或特殊印刷（如浮雕、蚀刻等）的情况下，应使用墨稿及反白稿。

会徽单体共存应用不会以金色、银色或灰色呈现，如有特殊情况，其应用必须经北京2022年冬奥会和冬残奥会组织委员会授权。

In general, use the full-colour version on white background. In situations where black-and-white printing, printing in reverse or special print methods such as embossing or etching are appropriate, the black and the reverse monochrome version should be uesd.

The stand-alone logo should not appear in gold, silver or gray. Any exceptions to these guidelines must be pre-approved by BOCOG.

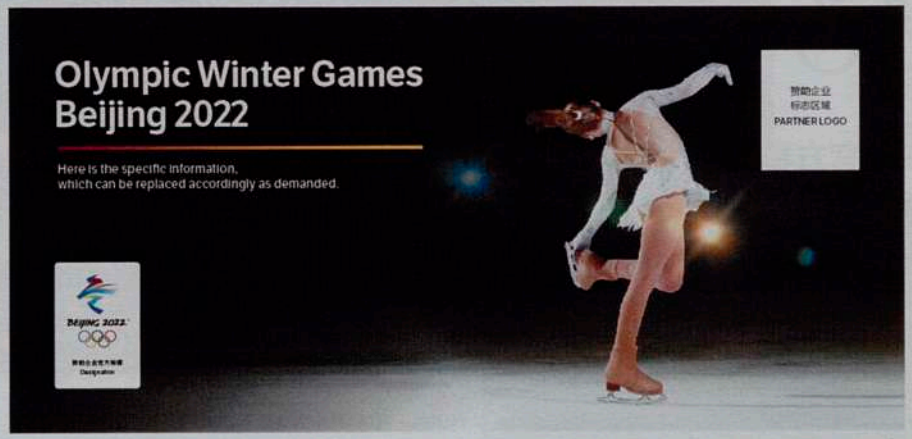
墨稿
The Black Version

Pantone 426
C0 M0 Y0 K100 R0 G0 B0

反白稿
The Reverse Monochrome Version

Pantone White
C0 M0 Y0 K0 R255 G255 B255

# 会徽单体共存应用的应用示例
# Examples of Use




会徽单体共存应用与赞助企业标志在同一画面内各自独立，赞助企业标志与会徽单体共存应用在画面中的位置关系必须保持斜对角或平行对角，且赞助企业标志与会徽单体共存应用视觉大小保持一致或大于会徽单体共存应用。没有赞助企业标志时，会徽单体共存应用不可以被使用。

The stand-alone logo and the Partner logo are independent respectively from each other. They must be diagonal or parallel-horizontal on the screen. The Partner logo shall be the same size as, or larger than, the stand-alone logo. No use of a stand-alone logo without a Partner logo on the same visual panel.

# 会徽限定应用的规范
# Contained Logo Specification



本页列举了会徽限定应用的比例规范、不可侵入区域，并示意了文字排版的方式。会徽限定应用包括会徽、赞助企业官方称谓和边框线，不包含赞助企业标志。会徽限定应用不会与赞助企业标志出现在同一画面内。

会徽限定应用各元素之间的比例经过严格界定，不可以改变其比例和形式。赞助企业官方称谓请根据内容在限定的文字区域内调整，确保信息的识别和居中排列。为确保最大程度保护会徽限定应用的完整性，当会徽限定应用的尺寸改变时，不可侵入区域随之改变。

会徽宽度为 X，组合元素比例均依据 X 为标注依据。
边框色彩为 C0 M0 Y0 K100

This page specifies scale and clear space applicable to the contained logo, and showcases the layout of the designation. Contained logo comprises of the emblem, Partner designation and border line. Contained logo will never appear together with Partner logo on the same screen.

The scale applicable to contained logo is defined strictly and cannot be changed. Designation should be adjusted in specific area to make it clear and centered. The clear space should be proportionally changed due to the change of the contained logo to ensure its integrity to the maximum.

X means the emblem width. The scale of composite element should use X as standard.
The colour of the border is C0 M0 Y0 K100.

比例规范
Proportion Specification

边框色彩为 C0 M0 Y0 K100
边框内无底色填充
The colour of the border is C0 M0 Y0 K100
No colour filling inside the border

"TM" 标记在标尺之外
"TM" is marked outside

不可侵入区域
Clear Space

称谓名称以会徽限定应用整体居中对齐
The designation is centrally aligned with the contained logo

称谓名称色彩为 C0 M0 Y0 K100
称谓名称中文字体为“方正悠黑 509R”，英文字体为“LFT Etica Regular”，
间距不可超过示例的最大距离。

The colour of the designation is C0 M0 Y0 K100.
The font of Chinese designation is FZYouHeiS 509R and
the font of English designation is LFT Etica Regular,
with the spacing not larger than the maximum distance herein specified.

在会徽限定应用中，当中英文称谓大于会徽的宽度时，
应分行表述，边框线按比例向下延伸。

Bilingual designations shall be in lines respectively
in case they exceed the contained logo width,
and the border line thus underlays proportionally

# 会徽限定应用的背景保护规范
# Contained Logo Box Type



本页列举了会徽限定应用的背景保护比例规范、不可侵入区域，并示意了文字排版的方式。背景保护是会徽限定应用出现在复杂的图片背景时，为确保会徽限定应用的正确识别所建立的一种方式。

会徽限定应用各元素之间的比例经过严格界定，不可以改变其比例和形式。赞助企业官方称谓请根据内容在限定的文字区域内调整，确保信息的识别和居中排列。为确保最大程度保护会徽限定应用的完整性，当会徽限定应用的尺寸改变时，不可侵入区域随之改变。

会徽宽度为X，组合元素比例均依据X为标注依据。

This page specifies the scale and the clear space applicable to the contained logo box type and showcases the layout of the designation. Box type is necessary to the contained logo, in case of complex backgrounds or pictures, to realize correct recognition.

The scale applicable to the contained logo is defined strictly and cannot be changed. Official designation of the Partner shall be adjusted in specific area to make it clear and centered. The clear space should be proportionally changed due to the change of the contained logo to ensure its integrity to the maximum.

X means the emblem width. The scale of composite element should use X as standard.

比例规范
Proportion Specification

不可侵入区域
Clear Space

# 会徽限定应用的墨稿及反白稿
# Contained Logo
# Black and Reverse Monochrome Version



色彩呈现是非常重要的。在一般情况下，请尽量在白色背景上应用彩色的会徽限定应用。本页列举了会徽限定应用的墨稿及反白稿。在黑白印刷或特殊印刷（如浮雕、蚀刻等）的情况下，应使用墨稿及反白稿。

会徽限定应用不会以金色、银色或灰色呈现，如有特殊情况，其应用必须经北京2022年冬奥会和冬残奥会组织委员会授权。

In general, use the full-colour version on white background. In situations where black-and-white printing, printing in reverse or special print methods such as embossing or etching are appropriate, the black and the reverse monochrome version should be uesd.

The contained logo should not appear in gold, silver or gray. Any exceptions to these guidelines must be pre-approved by BOCOG.

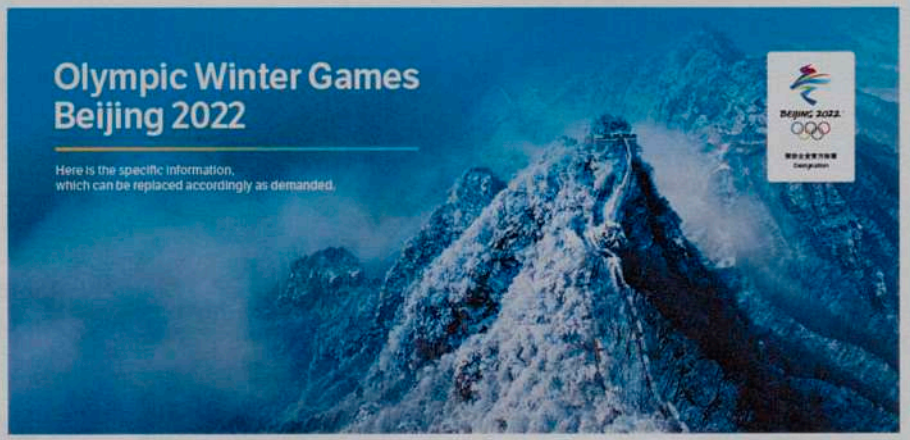
墨稿
The Black Version

Pantone 426
C0 M0 Y0 K100 R0 G0 B0

反白稿
The Reverse Monochrome Version

Pantone White
C0 M0 Y0 K0 R255 G255 B255

# 会徽限定应用的应用示例
# Examples of Use



会徽限定应用不会与赞助企业标志出现在同一画面内，会徽限定应用可出现在画面的左上、左下、右上、右下位置，具体请根据实际情况选择。

Contained logo shall never appear with Partner logo on the same screen. Contained logo can also be at the top left, bottom left, top right, and bottom right of the image. Specific position depends on actual situation.

# 会徽组合的常见错误应用示例 01
# What not to do 01



本页列举了常见的应用错误，在实际应用中请避免这些错误。

This page specifies incorrect use.
Please avoid.

不要改变会徽的标准色彩
Do not change the standard colour of the emblem

不要将会徽与未经许可或合同未经授权的品牌相结合
Do not combine the emblem with unauthorized brands that do not have authorization or contract

不要更改会徽和赞助企业标志的位置
Do not change the position of the emblem and the Partner logo

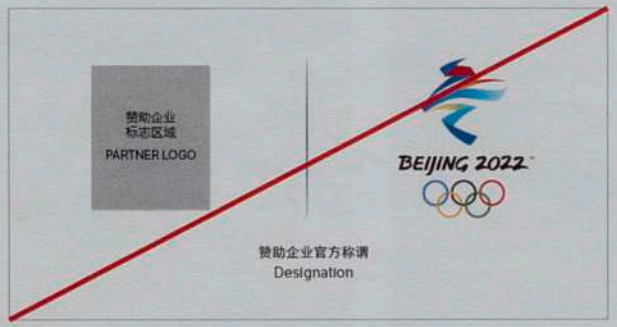
不要改变会徽组合的正确比例
Do not change the correct proportion of the combined logos

# 会徽组合的常见错误应用示例 02
# What not to do 02



本页列举了常见的应用错误，在实际应用中请避免这些错误。

This page specifies incorrect use.
Please avoid.




不要改变会徽和赞助企业标志的间距
Do not alter the spacing between the emblem and the Partner logo

不要随意删掉会徽组合的间隔线
Do not delete the separation line

不要随意改变赞助企业官方称谓文字的比例
Do not change the proportion of the designation

不要随意改变赞助企业官方称谓文字的居中排列
Do not change the centered alignment of the designation

# 会徽组合的常见错误应用示例 03
# What not to do 03



本页列举了常见的应用错误，在实际应用中请避免这些错误。

This page specifies incorrect use.
Please avoid.

不要在会徽组合不可侵入区域内出现干扰元素
Do not apply element of interference in the combined logos clear space

不要在会徽组合上增加任何效果处理
Do not add any effect to the combined logos

不要在复杂的背景上应用彩色会徽组合
Do not apply the full-colour combined logos on a complex background

不要在浅色背景上应用会徽组合的反白稿
Do not use reverse monochrome version on light-coloured background

**Olympic Winter Games Beijing 2022**
Emblem Usage Guidelines

# G

## 图片应用规范
## The Pictures Application Specification

# 图片的价值
# Pictures Value



图片是构成形象的重要组成元素，图片风格直接影响奥运被感知的形象，在选择图片时请注意是否反应了奥运精神。此页制定的原则有助于在选择图片时表现奥运形象，并为图片的选择和拍摄提供规范和参考。

Pictures are the important constituents to structure an image. The style of pictures directly influences the Olympic image to be perceived. Pictures selected shall reflect the Olympic spirit. This page specifies and provides examples for pictures selecting and taking.

勇敢而有毅力
Brave and Persevering

运动员表现出坚韧不拔的精神，并决心取胜。
Athletes show the spirit of perseverance and are determined to win.

全球的盛会
Global Event

追求卓越，适用于每个人。
To pursue excellence, applicable to everyone.

胜利的表达
Victory Expression

克服困难，达到最大价值，这就是胜利。
To overcome difficulties and achieve the max. value is the greatest victory.

激情与进取
Passionate and Proactive

意味着变化和前进，活动和力量。
Change and progress; motion, power and strength.

# 图片应用的原则 01
# Pictures Application Principles 01



图片是构成形象的重要组成元素，图片风格直接影响奥运被感知的形象，在选择图片时请注意是否反应了奥运精神。此页制定的原则有助于在选择图片时表现奥运形象，并为图片的选择和拍摄提供规范和参考。

Pictures are the important constituents to structure an image. The style of pictures directly influences the Olympic image to be perceived. Pictures selected shall reflect the Olympic spirit. This page specifies and provides examples for pictures selecting and taking.

图片的呈现，切勿将其变形，影响图像的质量
Do not distort to avoid influencing image quality

错误示例
Incorrect use

一定要保证图片呈现的清晰度和色彩
To ensure both resolution and colour

错误示例
Incorrect use

# 图片应用的原则 02
# Pictures Application Principles 02

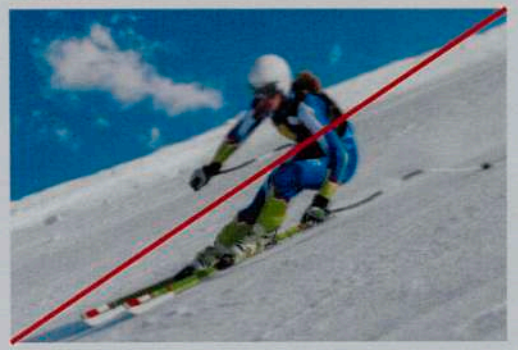


图片是构成形象的重要组成元素，图片风格直接影响奥运被感知的形象，在选择图片时请注意是否反应了奥运精神。此页制定的原则有助于在选择图片时表现奥运形象，并为图片的选择和拍摄提供规范和参考。

Pictures are the important constituents to structure an image. The style of pictures directly influences the Olympic image to be perceived. Pictures selected shall reflect the Olympic spirit. This page specifies and provides examples for pictures selecting and taking.

图片的呈现，切勿焦点不清、影像重叠
Do not obscure the focus or overlap images

错误示例
Incorrect use



图片的呈现，切勿将其镜像处理，背景中的奥运信息会受到影响
Do not mirror picture(s) to avoid influencing the Olympic information on background

错误示例
Incorrect use

# 联系
# Contact

在北京2022年冬奥会筹备期间，手册内容会有增加，应用中遇到问题请与北京2022年冬奥会和冬残奥会组织委员会联系。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In the preparation of the Olympic Winter Games Beijing 2022, please contact Beijing Organising Committee for the 2022 Olympic and Paralympic Winter Games in case of any correction of the guidelines and any problem in actual application.


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